



AVERITT

THINK RED INSTEAD

CASE STUDY

AVERITT FURNISHES END-TO-END IMPORTING SOLUTION FROM FAR EAST TO U.S.

SUMMER  CLASSICS

MARKET: HOME FURNISHINGS

LOGISTICS SERVICES: IMPORTING/EXPORTING, TRUCKLOAD



SITUATION OVERVIEW - A MULTI-MODAL SUPPLY CHAIN

Summer Classics is a premier manufacturer of fine garden furniture and fireside furnishings, serving 1,000 U.S. dealers and retail establishments, including Home Depot Expo and Frontgate. They source cast-aluminum furniture from Shanghai and wicker furniture from Hong Kong, with imports entering the U.S. from Asia through the East and West Coasts.

SUPPLY CHAIN CHALLENGE

Summer Classics was experiencing delays due to improper documentation on imports from Asia, as well as incurring extra detention charges and drayage costs. Delays at the port and coming through customs resulted in difficulties receiving the product at their distribution center, as well as unpredictable, and sometimes late, deliveries to their customers.

AVERITT'S SUPPLY CHAIN SOLUTION

Averitt has been able to provide Summer Classics with outstanding ocean services from Asia to the United States. Averitt has also streamlined the documentation process from the point-of-origin to delivery.

To aid in this process, Averitt established a dedicated contact person to track and manage all of Summer Classics' documentation and transit status. This single point of contact takes care of all of Summer Classics' needs with one call instead of multiple calls to different providers to handle varied needs.

Through technology and having a single point of contact, Averitt cut down on paperwork and gave Summer Classics complete online visibility of their shipments from the point-of-origin in Asia until they arrive at their destination.

Additionally, Averitt reengineered the flow of goods by combining warehousing and distribution processes with integrated solutions, including point-of-origin cargo management, PortSide™ services such as drayage and transloading, along with inland transportation management via rail and Averitt's network, all with complete shipment visibility during the entire transit process.

CHALLENGE:

- Unpredictable deliveries
- Customs delays
- Improper documentation
- Dockside delays
- Inefficient drayage system

SOLUTION:

Streamline the flow of goods and paperwork with integrated solutions and complete shipment visibility during the entire process.

RESULTS:

- Improved speed to market from 30 days to 23 days, shaving 7 days off the end-to-end import process.
- Streamlined documentation process, eliminating costly detention charges at the ports and improving materials flow.

“Averitt has become our single-source provider for importing from Asia. They coordinate the entire process from booking to delivery.”

- ANDY KENNEDY
LOGISTICS MANAGER, SUMMER CLASSICS



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RESULTS - IMPROVED SPEED TO MARKET AND SIGNIFICANT COST SAVINGS

- Averitt helped Summer Classics cut its speed to market time from 30 days to just 23, shaving 7 days off its end-to-end importing process.
- Averitt has provided Summer Classics with superior shipment visibility from origin to destination.
- Summer Classics has been able to save money on drayage and detention costs because of timely and dependable domestic deliveries made through Averitt's inland transportation network.
- Averitt streamlined the documentation process from the point-of-origin to ultimate delivery and established a single contact person to track and manage documentation and transit status.
- Averitt now handles all of the imports from Asia for Summer Classics.

FUTURE OPPORTUNITIES - THE POWER OF PARTNERSHIP

Averitt and Summer Classics have built a strong relationship in which the companies work together to develop customized solutions to fit their particular needs. Summer Classics' trust in Averitt's expertise has resulted in new opportunities for Summer Classics to significantly grow their customer base.

For more information about Averitt, call 1-800-AVERITT or visit www.averittexpress.com.

MATERIALS FLOW OVERVIEW

