

LEADING LIGHTING MANUFACTURER TURNS TO WEBER TO HANDLE BOOMING ORDER VOLUMES

SITUATION

Globe Electric Company is one of the largest lighting and electrical manufacturers in North America. In recent years, Globe has experienced tremendous revenue growth in both its retail and eCommerce channels. The company sought a 3PL partner that could handle this growth in B2B and B2C simultaneously, while managing the unique requirements related to each. In 2014, Globe selected Weber to run its West Coast distribution and fulfillment

operations from Weber's multi-client facility in Norwalk, CA. By 2018, that same 185,000 SF distribution center became a dedicated facility for Globe. Weber was selected based on its proximity to the ports of L.A. and Long Beach, its capabilities

in omnichannel distribution, its expertise in retail compliance, and its ability to manage Globe's retail transportation nationwide.



KEYS TO SUCCESS

- **Scalable fulfillment solution.** In response to rapid online sales growth, Weber installed conveyORIZED pack and ship lines to speed processing and control labor costs.
- **Retail customization.** Operations are tailored to each retailer. Weber's system generates customized pack slips and retailer-specific UCC 128 labels.
- **High-volume kitting.** Weber's advanced systems allow for existing products to be combined into new SKUs or broken down into multiple SKUs.

- **Frequent and open communication.**

Weekly meetings between decision makers lead to action involving everything from shipping schedules to warehouse configuration.

- **Seamless retailer onboarding.** Weber's in-house IT team integrates Globe/Weber systems with a new retailer within 1-2 weeks, including setup, testing, and go-live.

ACCOUNT CHARACTERISTICS

- 1,200+ SKUs and growing
- Daily eCommerce order volume ranges from 2,000-6,000 depending on the day of the week, daily deals and peak season
- High-profile retailers that require special packaging and handling including The Home Depot, Lowe's, Wayfair, Amazon, and HOUZZ

RESULTS



Weber understands what a partnership is. They are eager to collaborate and to drive our business forward. They're never content with the status quo, and constantly seek to improve. They truly want to work with us, not just for us and that makes a big difference.

Kristina Enbom
Vice President, Operations

