

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 Norwalk, California facility. Weber was selected based on its proximity to the ports of L.A. and Long Beach, its capabilities in omni-channel distribution, and its expertise in retail compliance.



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

- Scaled from just 20 eCommerce orders per month to 15,000 (forecast to grow to 25,000)
- Over 100 retailer orders per week with new retailers added regularly
- Over 700 SKUs

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