

# Case Study

## Party retailer and SalSon Logistics still going strong after 10+ years

As the largest retailer of party goods in the U.S. and Canada, this retailer continues to trust SalSon for reliable capacity and on-time delivery.

### CHALLENGE

In the hyper-competitive retail industry, where managing freight costs and delivery performance are so critical, it's a compelling testament that this client has relied on the port-to-shelf capabilities of SalSon Logistics for so long. When the retailer experienced capacity constraints, SalSon had its first opportunity to get involved.

According to the company's VP of Supply Chain and Transportation, "Reliable freight capacity has been an issue for us in the past. SalSon handles **both dray and delivery services** for our account, using its own chassis and fleet. That's huge for us."

**"We chose SalSon on price, service, reputation, coverage, and flex capability."**

### SOLUTION

SalSon services between 30 and 40 of this client's stores up and down the Eastern Seaboard – managing the entire logistics life cycle. We receive, sort, palletize, and deliver to stores daily – at all hours of the day and night. Respecting this retailer's need for **minimum disruption** to daily activities, SalSon arranges deliveries only when absolutely convenient for the client. 2AM unloading comes with the territory.



### RESULTS

The best evidence of the shipper/carrier relationship is **longevity**. This retailer has trusted SalSon with its precious cargo since 2006.

**"If I need something done that's unusual, I just call SalSon. They have a flexible, problem-solving approach and attitude."**

— VP of Supply Chain & Transportation



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