

Case Study

Fashion retailer teams with SalSon to create agile supply chain

For this global fashion business, inventory needs change fast across its nearly 4,000 stores. It needed a nimble logistics partner that could allow more real-time management of inventory and replenishment.

CHALLENGE

This globally known retailer manages a high volume of inbound ocean containers to the U.S. At one time, the company used ocean carriers for door-to-door service, but was unhappy with slow cycle times through port terminals and a lack of overall flexibility.

According to its North American director of transportation, “The ocean carriers were arranging the transportation, so we had limited options.”

SOLUTION

“If we had a hot P.O., with products spread across 3 containers, we had to expedite all 3 containers.”

To address inefficiencies, the retailer gradually expanded its relationship with SalSon Logistics, from select line-haul runs to a large-scale, integrated solution for drayage, transloading, line-haul and direct store delivery in the Northeast.

“With SalSon’s transload operation, we’re now making inventory allocation decisions in real time, based on customer demand,” says the company’s transportation director.

Key elements of SalSon’s service that drive value include:

→ **LOCATION** *SalSon’s campus is less than a mile from Port Newark, resulting in faster time to market.*

→ **ASSETS** *SalSon is an asset-based provider that supplies its own chassis, trucks, trailers and warehousing space, enabling a greater level of responsiveness and flexibility.*

→ **CULTURE** *SalSon people adapt quickly and easily to fluid supply chains where daily adjustments are the norm.*



RESULTS

SalSon has served this retailer since 2007 and has grown to become its largest line-haul and pool distribution partner.

In 2015, this retailer named SalSon ‘Supplier of the Year’ – not just for logistics, but across its global supplier base. The award recognized service excellence, and particularly SalSon’s efforts to establish a large-scale transload operation in Los Angeles to address major container delays during the West Coast port crisis.

“SalSon’s biggest strength is its ability to execute outside the standard process. If there is an unexpected event, SalSon people rise to the occasion and solve the problem.”

— Director of Transportation,
North America

