

# AVERITT®

## RETAIL SUPPLY CHAIN SOLUTIONS



## CASE STUDY: Reducing waste and increasing client Order Windows



### THE POWER OF ONE

#### CHALLENGE

SalonCentric, a nationwide wholesale salon and beauty supply distributor, wanted to find a way to reduce its impact on the environment while also **minimizing its supply chain costs**. Additionally, the retailer wanted to improve its customer experience by **significantly increasing order windows**.

#### SOLUTION

To achieve the retailer's needs, Averitt proposed a customized solution:

- Reduce reliance on traditional cardboard boxes used in shipping by utilizing reusable plastic totes for distribution
- Avoid making dedicated runs to pick up empty totes by picking them up during deliveries
- Return the empty totes to Averitt service centers for consolidated delivery to SalonCentric's distribution center
- Implement a distribution model that includes pool points to handle the company's weekly 5,000 small parcel shipments
- Utilize zone skipping procedures to improve efficiency

#### RESULTS

SalonCentric's reusable tote program **cuts 325 tons of corrugate waste** from ending up in landfills and recycling centers each year. The retailer's new distribution model **increases order windows by as much as 7 hours**. Together, these efforts save upwards of \$90,000 in transportation costs annually.

Watch The Video!

*Eric Reddish, director of operations for SalonCentric, discusses the benefits of partnering with Averitt.*

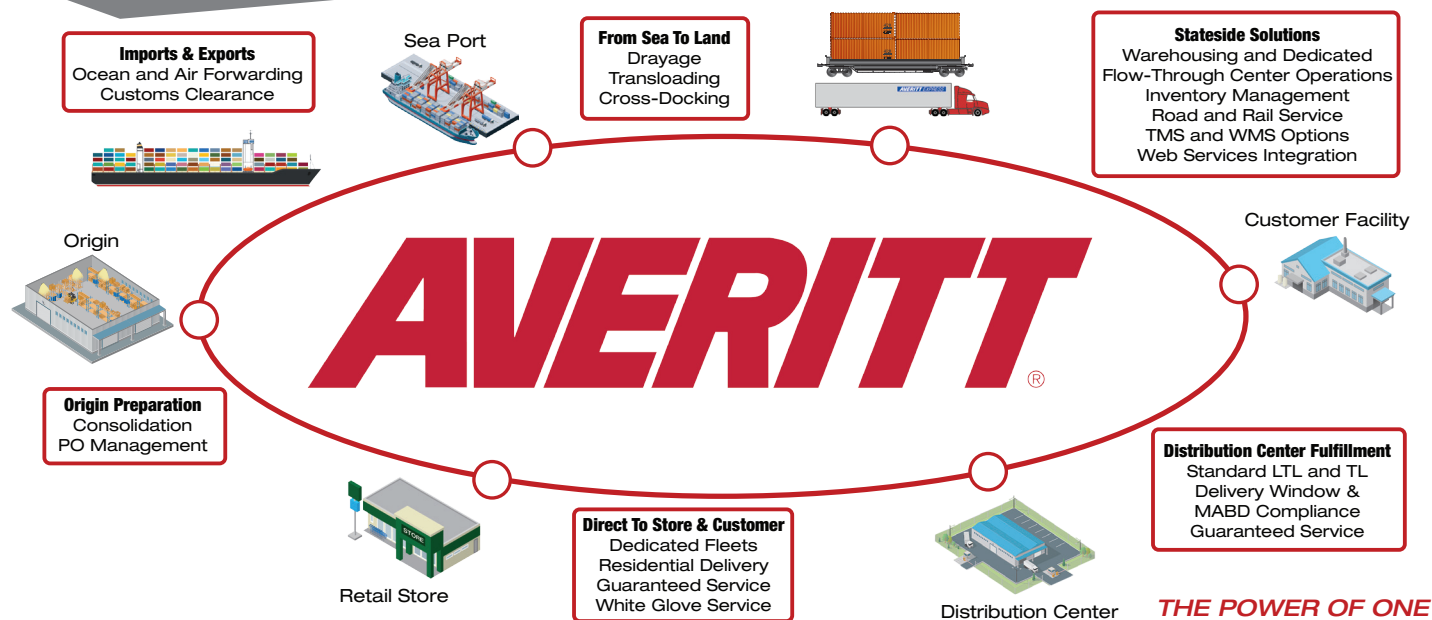
[AverittExpress.com/SalonCentric](http://AverittExpress.com/SalonCentric)



1-800-AVERITT

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# CONNECTING THE DOTS OF YOUR RETAIL SUPPLY CHAIN



## THE PREMIER RETAIL SUPPLY CHAIN SOLUTIONS PROVIDER

### THE POWER OF ONE

**One Contact.  
One Invoice.  
Zero Worries.**

**That's The  
Power of One!**



Discover More! Visit us online to learn more about how we can help your retail business succeed!

From international origin to store shelves, Averitt brings decades of **award-winning retail transportation excellence** to businesses, both small and large.

When you seek on-time delivery, a professional image, and a transportation partner that understands the ins and outs of the industry, there is no other name more trusted than Averitt.

The beauty of calling on Averitt is that you can count on The Power of One. The value of this simple statement is defined by the fact that nearly all aspects of your retail supply chain can be managed and handled by Averitt.

Our service capabilities extend across North America and throughout the world. Our focus, however, is narrowing the gaps in your supply chain to **increase speed to shelf** while also identifying ways to **reduce your overall costs**.

**Contact Us: 1-800-AVERITT**  
or [retail@averittexpress.com](mailto:retail@averittexpress.com)

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**RETAIL.AVERITTEXPRESS.COM**