



South Coast Logistics
12572 Western Avenue
Garden Grove, California 92841
Telephone: 800.833.1766

Brand & Image Conversion

Solutions and Services for Simplifying Branding Transition

Situation:

Increasing numbers of company mergers, new identities, and market share strategies are provoking a surge in brand and image conversion for storefronts and offices. These transitions cross all industry and geographical boundaries, and by their logistical magnitude can cause companies to experience fragmented, inefficient implementation. Conversion orders can quickly become out-of-sync with both time and budget.

Goal:

Implement a better strategy and method to de-fragment and streamline the conversion process. A successful solution considers time, cost, location, and flexibility of completing the conversion process from the moment that a customer places an order to the manufacturing of materials, warehousing the necessary stock, and delivering on time and as needed.

Solution:

northAmerican® Logistics (nAL) developed a solution designed specifically to simplify the branding and image transition as it occurs. The process helps eliminate errors in communication, production, and inventory management while improving the time, cost, and flexibility factors of implementing the conversion process.

northAmerican® Logistics operates a network of logistics/merge centers and regional stocking centers across the United States. In combination with nAL's exclusive technology, warehousing, asset management and tracking, brand conversion customers gain greater control over the costs and time required for successful transitions.

Case Study: *a nAL Branding Conversion Success Story*

Upon the merger of two companies into a leading provider of energy, market research results introduced the company's new identity and required more than 12,000 retailers in the eastern two-thirds of the continental United States to receive a branding facelift over the course of four years.

nAL managers established a safety stock at each regional stocking center, identified as "Client's Name – Bulk," containing only those SKUs set up for the safety stocking program with Web visibility and security based on a vendor code assigned for each supplier. The system generates the required orders for both bulk and custom parts and alerts the merge logistics center of the outbound site order. Bulk stock items and supplier custom parts are shipped and merged for outbound delivery as coordinated by nAL. The hub-and-spoke strategy, combined with nAL technology, successfully coordinates and manages all inventory supplies, custom manufacturing, merging, and transportation services from suppliers to the merge center to the final destination.

The result: the elimination of potentially fragmented orders and an increased visibility on inventory management, manufacturing, and delivery. The client's retailers receive the required materials exactly when and where needed, ensuring efficient, effective brand and image conversion.

The nAL Brand & Image Conversion Solution incorporates six interactive processes:

- (0) **Bulk order management** – nAL managers establish a safety stock at each regional stocking center with a list of SKUs and the minimum stock level to be maintained. Inventories are monitored and coordinated with suppliers for replenishment and consumption reporting. nAL technology allows accurate tracking of supplies and asset management.
- (1) **Ordering** – Contractors and other personnel enter orders into the system, an exclusive order generating software that itemizes and electronically transmits the list of materials required for delivery. All bulk SKUs are flagged as a bulk item to ensure fulfillment from a bulk-stocking center in lieu of an order to the supplier.
- (2) **Automated requisitioning** – The system generates two sets of requisitions based on SKU flags: (1) a bulk requisition is sent to the stocking center, and (2) a supplier requisition is sent to suppliers for all custom parts. The merge center also receives a copy of the entire outbound order.
- (3) **Stock center bulk fulfillment** – Upon receipt of a bulk order, the stocking center creates an outbound shipment from the inventory program and an inbound shipment to the merge program. An outbound transfer shipment for bulk orders is sent to the merge center.
- (4) **Supplier custom part fulfillment** – The supplier requisition itemizes only a site's required custom parts. Upon receipt, the supplier manufactures the materials; and nAL coordinates the transportation to the merge center. Main Identifications (MIDs) – the large highway signs and retail facility signs – remain on flatbed transportation directly to the site and are not routed through the sort/merge process.
- (5) **Merge center outbound delivery** – The merge center processes inbound transfers for all bulk and custom parts and stages material for final delivery location and date.
- (6) **Inventory stock reports** – Updated stocking information is supplied to the regional managers and to the nAL inventory supply tracking system.

