

CASE STUDY



BACKGROUND:

- Manufacturer and marketer of Turtle Wax®, the world's number one selling brand of car-care products
- Product lines include washes, waxes, polishes, detailers, and accessories
- Ships 6.5 million cases of product per year to retailers
- Based in the Chicago area

CHALLENGES/SOLUTIONS:

- Larger 3PLs weren't able to deliver the customized solutions and flexibility Turtle Wax retailers require
- LeSaint's End2End™ supply chain solution includes inbound freight to Turtle Wax manufacturing facilities, transfer of finished product to LeSaint DC, and outbound delivery to retailers
- LeSaint delivers significant supply chain cost savings and improved customer satisfaction
- The relationship continues to expand with new value-added services

WHO IS LESAINTE LOGISTICS?

The LeSaint Logistics team has been developing highly customized and integrated supply chain solutions that help reduce total logistics costs, free up working capital, and improve customer service for over 25 years.

MORE INFO:

www.lesaint.com/End2End

A CASE OF END-TO-END FLEXIBILITY

“Because of its size, LeSaint can provide an overall nimbleness, flexibility and attention to detail that I felt was missing from our previous 3PL relationships.”

—Jim Mackowiak
Director of Customer Demand Management
Turtle Wax, Inc.

PROBLEM IDENTIFICATION

As the leading brand of car-care products, you'd think Turtle Wax, Inc. would need a big 3PL company to handle their shipping. But after partnering with two large 3PLs, it was clear that things just weren't working out.

Turtle Wax Inc. makes and distributes about 6.5 million cases of its products per year for a wide variety of customers, including big box stores and major auto chains. The auto chains in particular have unique requirements, for example, some ask for pallets to be delivered at a height less than 40 inches, while a standard full pallet of Turtle Wax product is 60 inches high. They also do a lot of crossdocking, requiring special placarding on pallets, and don't always order in efficient quantities, which makes order picking a challenge. In all cases, flexibility is key—something that the big 3PLs just couldn't deliver.

LESAINTE'S END2END™ SOLUTION

Looking for a new 3PL that could better respond to Turtle Wax's specific needs, Jim Mackowiak, director of customer demand management, went with mid-sized LeSaint Logistics in mid-2009.

LeSaint brought a unique understanding of the retail market to the relationship, with broad experience in the development and delivery of customized supply chain services through its proprietary End2End™ solutions suite. By tapping its expertise in warehousing, transportation, shipping and return handling, LeSaint is able to engineer a custom solution to virtually any supply chain challenge.

For Turtle Wax, LeSaint manages three kinds of freight for all of the company's product lines out of LeSaint's distribution center: inbound freight going to Turtle Wax's Midwest manufacturing facilities; the transfer of finished products from the manufacturing plants to the Distribution Center and the outbound delivery of products to retailers.

Across the entire supply chain, LeSaint 3PL services are geared to the unique needs of the customer's business. To enable Turtle Wax to meet the 40 inch pallet height demands of the auto stores, LeSaint provides an empty pallet so the stores can offload products and put them on their racks. For the big box stores, LeSaint continually stays below the set claims allowance for returned goods.

A RELATIONSHIP BUILT ON RESULTS

“Turtle Wax seemed to have a lot of the same challenges that many of our customers face—the delivery demands of the end customer dictate flexibility in how we have to ship product,” explains Dino Moler, executive vice president client solutions for LeSaint. “So from the very beginning of any relationship, we respond quickly, and we respond with options. We don't try to make our customers fit into a specific set of offerings.”

With the relationship about to enter its second year, Turtle Wax continues to utilize more services from LeSaint, with added cost savings and increased efficiencies every step of the way, including:

- A dedicated fleet of 12 co-branded trucks to deliver savings on transportation costs
- An automated claw to make picking faster and more efficient
- Seasonal, short period set-ups for unique deliveries such as gift promotions and holiday offerings
- Continuing to perform under the claims allowance for the big box stores
- Monthly review meetings to make sure all services and budgets are being met, and to focus on continuous improvement

For Mackowiak, it all comes down to flexibility. “We ask a lot of LeSaint. Their ability to be nimble and flexible in managing those requirements has given us an upper hand as we try to manage cost and bring value to our customers.”