

Press Release

For immediate release

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LeSaint Steers Electra Bicycle into Inventory, Shipping and Data Control

ROMEDEVILLE, Illinois – LeSaint Logistics, a top 3PL provider based outside Chicago, announces a new customer relationship with Electra Bicycle Co., a California based manufacturer of “cruiser” style bikes, to provide warehousing, inventory and real-time shipping control, management and reporting. LeSaint provides a true turnkey solution.

The company sought to gain better command of internal Logistics and, at the same time, to co-develop solutions that would put Electra in a better position to meet organization goals, provide higher customer satisfaction, support sales growth, and exceed customer expectations. The result: an Electra-LeSaint Logistics partnership to develop and implement a true turnkey solution.

“LeSaint is giving us the best 3PL service we’ve ever had,” says Skip Hess, President and CEO of Electra Bicycle, “and we look forward to expanding the creative Partnership that we have developed. Now we’ve got a handle on our inventory like we never had before – in the past we struggled with product damage and the lack of flexibility to develop a program that fit directly with our specific needs. With LeSaint, we’ve corrected these challenges plus gained some very vital technology support. This is an exciting time and the Partnership with LeSaint will help us exceed our objectives”.

Adds Jeff Pennington, LeSaint’s President: “We’ve proven with Electra Bicycle that by providing hands-on touch to their products and co-developing a true solution specific to what they need, all backed by our real-time support technologies, we have created a real custom solution that works for the active market manufacturers and distributors. We are a direct extension of their business, cognizant of the fact that their customers are also our customers.”

LeSaint’s solutions for Electra Bicycle include a complete redesign of the container unloading and palletizing methodologies that were in place, a systemic change in the storage and warehousing of bicycles as they are prepared for shipping to the end customer, real-time capture and inventorying of electronic serial numbers per bicycle, installation of a FIFO inventory management system, and implementation of full FTP electronic data exchange from receipt of product through the entire enterprise. Additionally, LeSaint’s TechKnow™ software suite gives Electra Bicycle 24/7 real-time access to all warehousing and shipping data.



As a Top 100 3PL provider, LeSaint delivers intelligent warehousing, fulfillment and transportation solutions that provide continuous process improvements to boost the customer's bottom line. With 14 facilities nationwide, LeSaint focuses on the retail, chemical and manufacturing industries.

Electra Bicycle, founded in 1993, builds bikes for a neglected market niche: fun, easy-riding "cruiser" bikes for customers who want to enjoy a recreational rather than a racing or mountain bike. Vigorous growth and sales have been the company's hallmark in addition to quality, in-demand products.