

Ironing out *the* ***Wrinkles***

**Serving
Apparel
Manufacturer
with
Dedicated
Service**

With demand increasing and solutions in short supply, a capable 3PL partner stepped in with a customized solution

Strategic supply chain planning behind the scenes positioned a leading apparel manufacturer to realize impressive gains with consumers

SELDAT



Large Apparel Manufacturer Finds Huge Growth with Seldat

For 25 years one manufacturer of legwear, underwear and loungewear has created comfortable, quality undergarments for many of today's leading brands. Their wide range of brands can be found on the shelves of specialty shops, department stores, mid-tier, and mass retail channels including Marshalls, Walmart, Ross Stores, BJ's Wholesale Club, Dick's Sporting Goods, Amazon, Sam's Club, Kohl's, Nordstrom, Macy's, TJ Maxx and more.

The Challenge

This manufacturer of apparel needed to meet the ever-increasing demands of its brands and retail clients. An efficient supply chain was required to allow the manufacturer to collaborate with retail partners to plan, market, merchandise, and deliver the right product at the best value to its customers. To achieve this they needed ample warehouse space, and reliable shipping of goods – a competent 3PL provider.

Previously contracted 3PL companies could not accommodate and keep pace with the growing demand for this manufacturer's products. Items were not shipped out correctly or delivered in a timely manner to its retail partners. Growth is good but finding a 3PL provider that can proactively support rapid expansion is not easy.

Client Pain Points

- ✓ Lack of support
- ✓ Incorrect shipments
- ✓ Late deliveries



The Solution

Seldat Distribution Inc., a provider of supply chain solutions was ready, willing and able to move these goods from the manufacturer's location to its retail stores and ultimately the consumer. Seldat's 3PL services include:



Drayage for pulling containers from ports in New Jersey to its spacious facility in Burlington, NJ



Warehousing for receiving goods and storing inventory until shipments are processed



Shipping to manage the outbound flow of goods with routing, scheduling, and value-added services

*Seldat was able to give this manufacturer of well-known legwear, underwear and loungewear, a total of **154,296 sq. ft. for storage** of its inventory – up to **2 million plus pieces** monthly.*

“Originally we had this client’s goods incorporated into the rest of the building’s operation. However, due to the volume we strongly felt this manufacturer needed a separate account and warehouse space from the rest of Seldat’s clients in the facility,” explains Wesley Cooper, Director of Warehouse Operations.

“Seldat’s ability to adapt to our client’s needs in a fast paced industry is crucial. This is how we help them achieve success and grow their business.”

The Result

For almost three years business growth has been a direct result of Seldat's relationship with the large apparel manufacturer.

Its VP of Distribution noted a few wrinkles needed straightening out but once that was accomplished the partnership has been very successful.

"Seldat's lead person handling our account has been excellent, built a strong team from pickers to the customer service office and communicates with us daily," states the VP of Distribution.

"We are receiving an average of \$8 million in orders monthly and project a 20% growth increase each year for the next three years. We are very pleased with Seldat's level of service."

Seldat's solution to provide this major manufacturer with its own warehouse staff and space was a key component to the success of the partnership. Orders are shipping on time, there are less charge backs to the client and to Seldat. The client saw their operations cost (by volume) decrease and their sales increase. Due to this high level of success the apparel manufacturer is continuing to expand with Seldat.

Client Benefits

- ✓ Less charge backs
- ✓ Lower operating costs
- ✓ Increased sales with an average of \$8,000,000 in orders each month
- ✓ Strong growth projected for the next 3 years

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