Situation
As the print and logistics industries continue to change at a rapid pace, publishers increasingly face challenges in partnering with the right companies. This test prep company was exploring options when their worst-case horror story came true: operations came to a complete halt. Their fulfillment partner was experiencing difficulties which reached a crisis stage when their warehouse was locked and shut out for failure to meet their lease terms. This meant no production and no distribution for the foreseeable future.

Solution
The test prep company’s first call was Bradford & Bigelow. Within an hour, a crisis coordination team was established including executive management, operations, customer service, and the sales teams. The most urgent action was to transport the inventory to B&B’s warehouse so that orders could be fulfilled quickly. B&B secured communication with the fulfillment lessor and gained access to the warehouse. Manning and equipment requirements were set, transportation companies were alerted and quickly arrived on the scene.

“I can’t tell you how impressed we are with the agility of your company. Thank you for your Herculean operations management on this beast. You really saved the day!”

Outcome
Approximately 300 pallets (10 trucks) were moved and put into B&B’s warehouse and entered into the OMS system within four days. The most urgent rush orders were fulfilled in the same day with other critical orders set to distribute the morning after.

More educational printing solutions at www.bradford-bigelow.com/education