

Bespoke Food Shipping Logistics Solution

Case Study

Executive Summary

When a global food manufacturing company came to WTA, their logistics posed a serious threat to the wellbeing of their food shipments. With no visibility over key areas of their deliveries, they were losing control and capital, unable to ensure the reliable arrival of their goods to the US market.

But, through the dedication and expertise of our global logistics experts, WTA was able to streamline their supply chain for optimal results. This resulted in hundreds of thousands of pounds in savings, as well as improved productivity, delivery times and reliability.

About the Client

Specialising in a wide variety of food production, the client is a substantial player in supermarkets and stores all around the globe. Focusing on their US trade, they sought to better cope with their mass shipping needs by developing a streamlined logistics process.

Unsatisfied with their delivery speed and time, the client began to search for a better way to ship their food goods to the USA.

The Challenge

At the time, our client was facing a significant challenge to their business. They had lost nearly all traceability on their USA stock status in terms of quantities and shelf life. And, as a food manufacturer, this was in no way ideal.

With the lifespan of their goods unknown, there was a great margin for error - increasing the risk of spoilage and loss of capital. Something had to be done to safeguard their deliveries against delays and increase the efficiency of their logistics - but what?

How We Helped the Client

After meeting with the client, WTA swiftly and concisely identified the problem areas within their supply chain. Starting with an audit/stock count on their old USA warehouse, WTA was able to save the client money in all areas of their logistics. By selecting a suitable warehouse on the quay in New York, the client also became able to ship “overweight” boxes as they weren’t subject to weight restriction on the USA roads.

Working hand-in-hand with our client, WTA was able to save them hundreds of thousands of dollars. Not only due to decreased quay rent, but also as a result of clear communication, total visibility over their goods and a streamlined supply chain.

How Did We Do It?

Through our fully comprehensive supply chain management system and bespoke service, we tailor-made a solution that would be the best fit for our client’s needs. The first step towards building the efficiency of our client’s logistics was to completely renovate their communication and visibility. Giving them 24/7 access to their shipments via our online Track and Trace system, we were able to provide our client with details such as:

- Item codes
- Best-before dates
- Allocated stock
- Pending orders

Topped with real-time updates on their USA deliveries to their end-customers, our client was finally able to have true, actionable insights into their shipments.

In addition to optimising their visibility and connection with their deliveries, WTA focused deeply on increasing the productivity of their supply chain.

A secured, customised freezer solution was established within the USA, including the storage and distribution of their frozen goods. And, by working closely with the FDA, Agriculture and US Customs, we were able to give assistance for the efficient labelling and listing of ingredients for all products.

For this client, WTA’s expertise in complex customs clearance shone. Offering complete customs brokerage and compliance, WTA was able to navigate the troublesome waters of US Customs and Border Protection to ensure swift deliveries. Continuous US Bond was put in place, and a complete compliance programme was set up for all brokerage, warehousing and distribution movements. This included AEO, CTPAT and BRC.

To enhance our client’s control, WTA’s USA shipment specialists gave full and complete Key Performance Indicator packs, providing absolute visibility over shipments and associated costs. Also providing a “build and fill” PDQ solution for in-store displays, WTA’s UK and USA personnel worked tirelessly to ensure our client received the very best results.

How Does This Help You?

At WTA, our global logistics and customs compliance experts are completely committed to improving your import/export endeavours. Through this dedication and bespoke service, we are able to give you an incredible return on your investments. We work side-by-side with your team, helping your business to soar to new heights of profitability and productivity.

Would you like to learn more about how WTA can help you to enhance the speed and cost-effectiveness of your food shipments? If so, [you can learn more about our food speciality here](#), or [request a quote with one of our experts today](#).



WTA Group

Best People. Best Products. Best Service.