

FOR IMMEDIATE RELEASE**Transplace Provides Retailers Efficient Supply Chain Operations
for Fixtures and Displays**

*Third Party Logistics & Technology Company Supplies
Expertise and Visibility to Retail Companies During Store Openings and Relocations*

February 9, 2010 (Dallas, TX) – With the retail industry as a dynamic business environment – due to events such as new store openings, relocations and remodeling – there are a number of moving parts to be accounted for in order to get these stores ready for business. Retailers must coordinate with multiple parties for construction and ordering merchandise, as well as for ordering and setting up the fixtures and displays, including shelving, display cases, cash registers and shopping carts.

Transplace, a leading provider of transportation management services and logistics technology, understands the important role that on-time delivery plays when shipping fixtures and displays – consisting of all items in the retail store that are not for sale. In addition to merchandise deliveries, these shipments are a critical part of a successful store grand opening or remodel.

Timing is Critical

For Fortune 1000 retailers, Transplace has successfully managed shipments from key suppliers to each new store opening and remodel. “In an industry where timing is critical, retailers demand a high level of service. To achieve this high level of service on a consistent basis, we have forged long-term relationships with a core carrier base that understands the needs and demands of our customers,” said George Henry, general manager, operations at Transplace. “We have been able to help our customers greatly improve supply chain predictability – including one major retailer of home furnishings, where we achieved 100 percent on-time delivery within 30 minutes of the appointment.”

The delivery of fixtures and displays is typically not handled by those responsible for daily supply chain operations – these tasks are often reserved for setup crews. This requires close communication between retailers, service providers and the setup crews in order to schedule deliveries for specific times and adjust plans if the customer is experiencing any delays, such as building permit issues.

“Since many retailers do not shut down a store operation during a remodel specifically, it must take place during midnight hours and weekends. This means service levels tend to be managed to the minute rather than the hour or day due to the store setup crews being at the job site waiting for the delivery,” added Henry. “Missing an appointment due to product and construction materials not being delivered on time can result in work being delayed for hours or days. Additionally, shipments that arrive early can cause drivers to sit at site, wasting time and money and creating congestion. If we look at a store as a tractor-trailer unit, any delays in delivery can affect the efficiency of the store to generate income for the customer, similar to a carrier’s asset being idle.”

The volume of transportation fluctuates based on the size of the shipper and the amount of fixtures and displays needed to fill the stores. Additional variation to shipping volume depends on if the premises is owned or leased. Leased locations usually ship signage and merchandising, while retailers that own their buildings must also bring in construction materials, such as mortar and air conditioning units.

--more--

Supply Chain Improvements

Achieving supply chain predictability is important for retailers to help ensure they meet customer requirements and achieve cost savings. Leveraging transportation management solutions for the shipment of fixtures and displays gives retailers the visibility and flexibility to achieve high service levels and respond to order changes quickly and efficiently. Optimizing the transportation of these shipments and consolidating less-than-truckload (LTL) shipments to full truckload (TL) reduces the amount of trucks required for deliveries, allowing companies to reduce their carbon footprint.

About Transplace

Transplace is a non-asset based third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) and supply chain network planning and design, to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

The eighth annual Shipper Symposium...A Transplace Signature Event will be held May 11 – 13, 2010, in Phoenix. <http://symposium.transplace.com/>

To learn more about Transplace and the people behind “I Am Transplace,” please visit www.transplace.com.

Contacts:

Stephen Dye
stephen@outlookmarketingsrv.com
312-873-3422

Kecia Gray
kecia.gray@transplace.com
214-697-3354

####