

The CaseStack focus

Delivering the latest news and trends from inside the logistics industry

Issue 2 • Spring 2007

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Consolidation Programs Yields Success

CaseStack continues to break the mold with its consolidation solutions catering to the needs of its customers.

The system is simple. CaseStack "mass transits" products by combining many separate deliveries heading to the same DC, store or region into one full truckload delivery.

CaseStack currently offers three types of nationwide consolidation programs: *Retailer-Driven*, *Transportation-Driven* and *Warehouse-Driven*. The most popular program, *Retailer-Driven* consolidation, allows retailers to create the "master" purchase order, streamlining the order process and simplifying delivery scheduling.

In addition to providing productivity and management benefits, the CaseStack consolidation programs can also save suppliers up to 40% off traditional LTL services and lower logistics costs by up to 25%. Aside from cost benefits, the programs also cut time management, provides full real-time web-based visibility, increases on-time deliveries, reduce retailer DC dock congestion up to .3% and help decrease

the amount of trucks on the road, thereby "greening the supply chain." In fact, CaseStack creates almost 14,000 consolidated loads per year, saving up to 400 gallons of diesel usage per consolidated load.

"The economies and efficiencies come into play both in the shipments from manufacturing points to the facilities as well as the outbound shipments to the retailer," remarked Manager of Warehouse Partners Dave Walden.

The CaseStack warehouses are also up-to-date on the best practices in warehouse operations, including sanitation programs, lot-code tracking, cycle counting, picking, receiving and stock rotation.

"Supply chain management is all about location, and Los Angeles, Dallas, Atlanta, Cleveland, Chicago and Scranton are centralized to major retail DCs. In addition, our consolidation programs are simple to set up — it only takes one month for a supplier to become fully integrated," said Business Development Manager Branden Fella.

CaseStack Hosts the Future of Sustainable Logistics

Although it was the end of fall and the leaves had turned from green to gold, CaseStack President and CEO Dan Sanker charged on with his green-colored glasses and determination to change the transportation industry.

Inspired by Sanker's new vision, an event was created to increase awareness of the benefits of a greener transportation industry, simultaneously dispelling any false rumors about biodiesel. The event also gave prominent figures across the industries—including retailers, manufacturers,

fuel suppliers, carriers and policymakers—a place to gather together to discuss biodiesel, a diesel alternative that significantly cuts harmful environmental emissions, promotes greater energy independence and boosts the economy.

On Dec. 6, CaseStack and the National Biodiesel Board joined forces, hosting the Future of Sustainable Logistics event in Fontana, Calif. Tom Verry, director of outreach and development for the National Biodiesel Board, was there to speak about the benefits of the biodegradable alternative fuel as well as other sustain-

ability options. Sanker discussed realistic programs to aid in implementing biodiesel into the transportation industry.



Attendees of the Future of Sustainable Logistics event take the time to pose for a picture.

www.CaseStack.com: New Website, Same Great Service

CaseStack maintains a position as a growing industry leader, so it is only fitting that the CaseStack website, www.casestack.com, continues to set the pace with the rest of the company as a pioneer of new technology. If you've been to the website recently, you noticed the dynamic new design highlighting personalized customer service and technology expertise. For those of you who haven't taken a look yet, here is a brief description of what you will find.

The new website makes information easier to find for customers, clients and potential employees. On the main page, the latest news, executive hires and web upgrades are featured, while awards highlighting recent accomplishments scroll by. There is also a link to the new corporate blog, *Delivering Solutions*. From the main page, visitors are just one click away from the resource library of video, webcasts, podcasts and marketing materials available for downloading at their convenience. Visitors can also browse the latest job openings and submit

applications and resumes online.

The Green Initiative, one of CaseStack's pioneering environmental programs, gets special recognition in the new webpage. Readers can easily find information about how carriers, retailers, biodiesel manufacturers and everyone else can participate in shipping "greener" with biodiesel.

On the customer account site, logistics.casestack.com, clients can still get an instant shipping quote and check inventory, but now they can also learn more about their customer service team, thanks to the new "Meet Your Team" feature. Other features include checking shipping activity, minimum levels, shortages, and tracking deliveries. CaseStack continues the promise of providing excellent customer service by allowing visitors the option of viewing the website in English as well as Spanish; this

feature will be available in late May.

For all these changes the methods of booking CaseStack's services is still the same, so keep logistics.casestack.com marked in your favorites.



Blog It: Delivering Solutions

CaseStack continues its commitment to advanced technologies in May with the launch of *Delivering Solutions*, CaseStack's new corporate blog.

What is a blog? A blog is a web journal or diary that people can read online and comment on.

CaseStack's blog is unique in that it is written by a variety of employees in their own personal anecdotes and style. The blog is a place where CaseStack employees can write about their daily tasks, work philosophies, experiences outside the office or anything else that helps the reader get to know the individuals who make up CaseStack.

Readers can find *Delivering Solutions* by clicking on the link located at the bottom of CaseStack's homepage. Potential and current clients of CaseStack will be able to read entries from the same people that work

hard to serve them everyday. You will find valuable resources, tips and ideas. *Delivering Solutions* will function as a resource of information for employees, clients, and other fans of CaseStack while maintaining CaseStack's position at the forefront of new communication technologies.

The first entries were written by employees about how they deliver solutions to their clients and peers on a daily basis. Catalina Muñoz's entry compares the open-door policy of CaseStack's management to her previous employer. "Management likes to hear from everyone here; you can just go in and talk to them and they know who you are," Muñoz said. "I'm happy to share that in the blog. I can't wait to read what other people write."

We welcome you to check out the new blog and leave comments about the current entries, and what you would like to see written about in the future. We look forward to hearing from you!

PLMA and FMI Tradeshows

The Private Label Manufacturing Association Trade Show, in Chicago was the largest private label show in the United States with more than 5,000 visitors and 2,000 buyers.

On Monday, Nov. 13, CaseStack held a cocktail reception and wine tasting event for attendees of the PLMA at Gibson's Steakhouse. There were a variety of tasty morsels and delectable libations for attendees. "This reception was a wonderful way to create an intimate setting that you don't normally get," praised Business Development Manager and host Troy Wiley.



Left— Business Development Manager, Anthony Bradish, engages in conversation with an attendee. Right—attendees enjoy sampling the wine and food.

Join us for our next event, held in conjunction with the FMI conference:

Cocktails, Appetizers & Blues- May 7, 5:00-8:00 pm
Buddy Guy's Legends
754 S. Wabash Ave. Chicago, IL 60605
RSVP to Mia Deterding at
mdeterding@casestack.com or 310-473-8885 x162

Visit www.fmi.org for more info on the conference.



Executive Q&A Craig Long

Inside Sales Manager
Transportation Solutions Division

As someone fairly new to the transportation division, what do you bring to this organization?

I joined CaseStack as the Inside Sales Manager in November. I might be new to this industry but I bring 23 years of experience in sales and sales management from various industries. Across the industries, there are shared standards of excellent customer service, sales generation and profitability.

The most important thing in an organization is structure. The team and group must move in the same direction, moving as a unit. When I came to this company, I realized that in order to propel CaseStack further in the transportation industry, we would need to redefine the roles taken on by the Account Representatives (ARs) and the Sales Coordinators (SCs).

The ARs are essentially “hunters.” They are the first point of contact to clients and play a more active part in making the sale happen. The SCs assume the equally important role of the “gatherers,” using their customer service skills to maintain the accounts and make sure everything runs smoothly. There is no hierarchy. We work forward toward the same goal, cooperating with each other to ensure growth and flawless service.

What is your philosophy in working with the logistics industry?

I don't care what you choose to be in life, whether it's the CEO of a company or a blacksmith — be the best at whatever you're going to do. I have a goal and I go for it. If you look at what we've done now, our business is more customer-oriented; we've broadened contacts. Because of extra effort, we've allowed our customers to have greater access to someone other than the person they first made the contact or contract with. With more than one point of contact, our availability to them has increased.

What are the plans for the future for CaseStack and the Transportation Solutions Division?

I would like to continue to refine and grow our model. The best way to sell our model and service to our customers is to perform, to live up to what we say and keep our promises. We only promise what we can deliver. Keeping that in mind, we'll be able to consistently grow the business, making CaseStack an extraordinary force to be reckoned with in this industry.

Questions or comments
about *The CaseStack Focus*?
Please contact CaseStack
corporate communications at
communications@casestack.com or
310.473.8885 x162

SHIPPING TIPS

Transportation Solutions Division

ASK THE EXPERTS

Account Representatives and Team Leaders Jean Fletcher and Darren Maclellan took a break from finding the best rate to highlight the most important shipping tips a client should know.

Jean's Tips to Successful Shipping:



1. Provide as many details as possible: The more information the customer has about the shipment, the more accurate the quote will be.

- Starting and ending zip codes.
- Dimension and number of pallets.
- The total weight including pallets.
- Is the shipment stackable or non-stackable?
- The class or exact description of the product being shipped.
- Does the shipment need a lift gate, delivery appointment, residential, inside delivery, or sort and segment on either end?

2. Know what the total weight and class of their shipment is. To qualify for a Less Than Truckload (LTL) shipment the order should be five pallets or less.

3. Six or more pallets qualify as a volume shipment. Usually this is rated off of the amount of space that the shipment takes up in a truck. Include whether or not the pallets can be stacked; it can save you money.

Darren's Top Tradeshow Guidelines:



1. Know the Decorator (Tradeshow Sponsor/Exposition Services Provider): This person is the ultimate consignee for all tradeshow shipments as well as responsible for delivering your shipments from the holding yard to the tradeshow site.

2. Know your booth number: This is crucial to ensure that your shipment makes it to the correct area and will be waiting for your arrival.

3. Plan in advance: Your shipment needs to arrive at least two days prior to the show and carriers will not guarantee trade show shipments, so be keenly aware of transit time.

4. Know the class of your freight: Tradeshow freight is always Class 125. Tradeshow shipping rates vary and if your freight is oversized it will affect the shipping rate.

5. Call CaseStack: CaseStack representatives are great at shipping to tradeshows. Take advantage of our experience and ship through us to have a successful tradeshow experience.

Bringing Joy to Santa Monica

With CaseStack's corporate offices located in sunny Santa Monica, a city with streets lined with palm trees and temperatures in December reaching the mid 70s, it might seem easy for employees to forget about the holiday season. But that was not the case for CaseStack employees. Colored lights were hung from cubicle walls; the lunch room was decorated for all of the holidays; and feelings of generosity were in full force.

CaseStack's commitment to helping out the local community continued this past holiday season by sponsoring a company-wide toy

drive. For every toy donated by an employee, CaseStack also matched a toy. Senior Human Resources Generalist Amber Horton chose to donate to the local chapter of the Boys and Girls Club because "it is part of the Santa Monica community with over 4,500 children."

The Boys and Girls Club sponsors youth ages 7-18. Overall, 23 toys were donated by employees, and with CaseStack's matching toy-for-toy, the contribution reached 46 toys.



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CALENDAR

Please join us at one of the following events!

MAY 07

Food Marketing Institute Show – Chicago, Illinois (May 7-9)
CaseStack Reception at Buddy Guy's Restaurant
5:30-8pm Monday, May 8th

Warehousing Education and Research Council Annual Conference – Orlando, Florida (May 7-10)

Kitchen/Bath Industry Show – Las Vegas, Nevada (May 8-10)

National Hardware Show – Orlando, Florida (May 9-11)

JUNE 07

All Candy Expo – Chicago, Illinois (June 6-10)

GMDC – Orlando, Florida (June 2-6)

The Award Season in Full Swing



Sanker named *Supply & Demand Chain Executive Pro to Know*

In March, President and CEO Dan Sanker was recognized as a Pro to Know and "Supply Chain Green." He was selected because of continued efforts to promote biodiesel and consolidation. These programs help reduce the transportation industry's harmful emissions. *Supply & Demand Chain Executive* said Sanker has "helped raise the profile of the supply chain and increased the recognition of it as a strategic function within the enterprise."

CaseStack Wins TMCA Compass Award

For the past year, CaseStack's marketing and communications division has been dedicated to promoting the Green Consolidation program. In April, the Transportation Marketing & Communications Association presented CaseStack with the Compass Award of Excellence for Integrated Communications, the association's most distinguished award. CaseStack's entry, the "Green Consolidation Program," was judged for its use of special events, web, blogs, presentations, public relations and advertising.

Sum-Sum Chan, director of marketing & communications, spearheaded the program, recognizing that in today's tech-based society, the best possible way to spread the word of the program was to use a variety of communication channels, including press releases, special educational events, blogging, texting, print advertising and presentations.



