



## Life is Sweet for Premium Ice Cream Supplier with Distribution & Fulfillment Services from WorkflowOne

### Client

Leading national supplier of premium ice cream

### Market

Manufacturing/Retail

### Solution

Distribution & Fulfillment

### Services

- Warehousing & Distribution
- Kitting & Fulfillment
- Shipping
- Branded Merchandise Sourcing

### Benefits

- Faster speed to market
- Greater inventory control
- Increased sales
- Improved customer and franchise satisfaction

### SITUATION

A leading supplier of premium ice cream provides branded merchandise and retail POP materials to hundreds of franchised scoop shops nationwide, as well as through a consumer website and factory tours. Franchise owners pay for these promotional products which they sell to the public, providing an extra source of income for the company.

When WorkflowOne began working with the company in late 2007, it had little control over its inventory of promotional items. Consequently, obsolete and excess inventory were a drain on its balance sheet. There was no online ordering or routine reporting, and the company had to pay for any special reports needed. All too frequently items were shipped late or to the wrong location. This delayed the launch of promotional campaigns, potentially tarnishing the company's highly visible brand.

The CFO knew that money was being wasted, but couldn't quantify how much. The company had built up stockpiles of five years' worth of inventory in some items, so a moratorium was placed on new product development until the situation could be resolved.

### SOLUTION

By working with the director of retail operations and the retail brand manager, WorkflowOne was able to get a handle on the multiple warehousing and distribution challenges in this account. WorkflowOne moved rapidly to take control of the company's branded merchandise, placing hundreds of items in a warehouse in New Jersey and establishing a reliable system for monitoring inventory levels and generating reports on a routine basis.

Each scoop shop gets 10 to 15 pieces of material for each promotion. But since every shop is different – with different floor plans, number of windows, etc. – the number and types of banners, window decals, ceiling danglers and other promotional items they receive varies. This is a complicated fulfillment task that WorkflowOne now handles for the company. By ensuring that the right number and types of materials are shipped to each shop, the company saves money on both production and freight and cut its time to market in half.

An e-commerce site was established for employees and franchise owners several years ago and another added for consumers more recently. Earlier attempts at an online store were not successful, as the company did not have enough data to know how to charge appropriately for its items or freight. Now, with better control, the online store is making money and extending the brand experience to consumers who may not be near a scoop shop.

*"We knew we were losing money, but we didn't know how much. WorkflowOne helped us gain control of our inventory and streamline our process."*



*“The public just loves our new online store. We don’t even need to advertise – they just find it and buy. It’s a great source of extra revenue for us.”*

## CONTACT US TODAY

To learn more about how WorkflowOne can generate results for your organization, contact your local representative or visit our website:  
[workflowone.com](http://workflowone.com)

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## BENEFITS

Headquarters staff once struggled to deploy their marketing campaigns to hundreds of scoop shops nationwide – scrambling to produce promotional items, coordinate fulfillment in a third-party warehouse, kit all the elements for each store, and ship them on time to coordinate with local advertising. Today, their process has been streamlined and control is no longer an issue.

- Faster speed to market and timelier campaigns
- Minimal obsolete and excess inventory
- Increased sales through scoop shops and online store
- Improved service to franchise owners

## WHAT’S AHEAD

WorkflowOne is starting to delve into sourcing issues that have troubled the company, which strives to offer truly unique branded merchandise and change its stock frequently in line with new flavor promotions. The company was experiencing delays in shipments from overseas and minimum order requirements that were too high to be cost-effective. By leveraging the purchasing power gained from sourcing branded merchandise for hundreds of companies, WorkflowOne is starting to negotiate better terms for the company and help them attain their goal of buying at least 90% of all purchased goods from fair trade suppliers, while keeping prices low enough to satisfy franchise owners. Today, a WorkflowOne merchandiser meets regularly with the company’s gift team to develop clever new ideas for appealing promotional items.

Already, the ice cream supplier is starting to see early indications of additional benefits such as:

- Improved pricing and delivery of branded merchandise
- Greater visibility to costs and consumer purchase patterns
- Attainment of values-led sourcing goals