

UNYSON LOGISTICS CASE STUDY



WD-40 Company is a global consumer products Company dedicated to building brand equities that are first or second choice in their respective categories. They have leveraged and built the brand fortress of WD-40 Company by developing and acquiring brands that deliver a unique high value to end users and that can be distributed across multiple trade channels in one or more areas of the world. WD-40 Company produces multi-purpose lubricants, WD-40(R), and 3-IN-ONE(R), the Lava(R) and Solvol(R) brands of heavy-duty hand cleaners, and household products including 2000 Flushes(R) and Carpet Fresh(R). WD-40 Company markets its products in more than 160 countries worldwide. WD-40 is traded on the New York stock exchange under the symbol WDFC. For more information, visit www.wd40.com.

BUSINESS CHALLENGE

In early 2007, WD-40 began to revamp their supply chain strategy looking for further ways to drive costs from their network and to improve service levels to their customers. They believed they could outsource the tactical execution of their strategic transportation program and achieve these goals. WD-40 began the search looking for a premier third-party logistics (3PL) partner to help them:

- Manage day-to-day transportation planning and execution of all shipments
- Provide transportation savings and help drive total supply chain cost reductions
- Improve shipment visibility
- Identify and manage continuous improvement activities
- Provide strategic network design services

UNYSON SOLUTION

Unyson Logistics was well positioned and fully capable of managing the various components of the WD-40 transportation network. Unyson utilized our Transportation Management System (TMS) controls shipments and optimizes transportation through effective carrier / mode / service selection, pool distribution and consolidation strategies delivering savings without sacrificing service.

Unyson's comprehensive service offering also included transportation management technology implementation and execution; web-based shipment visibility, freight bill payment and audit; continuous improvement management; and performance measurement and reporting.

Within months, WD-40 benefited from the state-of-the-art transportation management services and performance of Unyson to realize transportation saving of over 18% with increases to on-time customer delivery of over 20%.