

## CASE STUDY

# Nut company streamlines supply chain by using **Kanban for final packaging of products** sold on QVC

**KANBAN**  
LOGISTICS

## PACKAGING SERVICES

## SITUATION

A large marketer of nut products sells through multiple sales channels, including QVC, where its elegantly packaged products are popular as gift items. The company's representative for QVC sales reached out to Kanban when the original product packaging did not meet QVC's "drop test" requirements. They sought a partner that could solve the packaging challenge and also provide warehousing and last-mile shipping from a location close to QVC. Kanban Logistics met all the criteria and the companies have had a close partnership since 2013.

## STRATEGY

**Redesign packaging to meet QVC quality requirements.** Kanban has worked with hundreds of QVC vendors over the years and has developed a solid understanding of the requirements of QVC's quality assurance team. Kanban's operations experts were able to recommend alternative packing materials that helped the products pass QVC inspection and kept them safe and damage-free.

**Provide final packaging services** to streamline the supply chain. The nut company offers dozens of gift pack variations that combine its different products. Rather than performing this secondary packaging function at its own plant, the company relies on Kanban for final packaging at the warehouse. This saves time and money, and allows unlimited flexibility for last-minute changes.

**Meet tight deadlines.** Kanban's Rocky Mount, NC warehouse and rework facility is located literally next door to QVC's largest distribution center, enabling this customer to meet even the tightest air time deadlines.

**Manage inventory.** Kanban leverages a full-featured warehouse management system to keep an accurate track of inventory at all times. The customer has online visibility to inventory in real time.

**Maintain brand integrity with exacting quality standards.** This customer's elegantly crafted wooden gift boxes are significantly linked to its brand identity and overall success. Kanban executes final packaging according to the customer's precise specifications to ensure that the products buyers receive look exactly the same as they were presented on QVC.

## SUCCESS

"Unlike straight storage, pack-out projects like ours require careful attention to detail. Kanban handles these details in an efficient, business-like manner with a high degree of responsiveness and good communication."

## JUST IN TIME SOLUTIONS

**KANBAN LOGISTICS**

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