

# Solutions Study



## **Solution:** A Customized Solution to meet Customer's Specific "Fresh" Quality Standards

### **Situation**

WellPet has been a customer of Aspen Logistics since 2002. At the time they were looking for a western distribution point that was close to their manufacturing plant. WellPet is dedicated to providing healthy, natural, pet food products and they are committed to ensuring that the stores they serve receive only the freshest products. This means that no product that enters the store can have an earlier manufacture date than product currently being displayed on store shelves. Aspen was tasked with creating a solution that satisfies WellPet's "freshness" commitment and ensures quality product.



*Aspen Warehouse in Salt Lake City, UT*



*Aspen's Fleet in Salt Lake City, UT*

### **Strategy**

Aspen Logistics, as a third party logistics provider (3PL), soon took on this challenge. A fully customized solution was developed to meet on the deliverables. Kane is Able (another 3PL) was also brought on later to handle the East Coast piece of this operation. A sophisticated lot control system was critical in enabling the brand's commitment to freshness. Each lot must be carefully tracked in the supply-chain cycle. Our onsite IT Team and WMS were tasked with providing a sustainable solution that coordinates the supply chain by the product's manufacturing date. This enables the flow of goods to be consistent and continuous from plant - to warehouse - to store shelves - to consumer. Since, its initial implementation the solution has provided value and adapted well to new customer initiatives.

**WellPet**  
at the heart of all we do

# ASPEN

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### **Results**

Currently, Aspen handles contracted warehousing and inbound transportation for WellPet, all of which are inline with the customer's commitment. Today the majority of the operation is based and directed out of Aspen's Salt Lake City campus. As WellPet's brand and market share grows, Aspen continues to adapt and fulfill needs within our supply chain.



Aspen is a top 100 third party logistics firm who has been in business for over 30 years and operates approximately 3 million square feet of modern refrigerated and ambient warehouse facilities along with their own fleet of trucks. Aspen specializes in a variety of value-added services, including co-packing, pick pack, just-in-time inventory management and time sensitive custom deliveries. Aspen is a specialist in the retail and healthcare supply chain and understanding the details involved with shipping to major retailers and grocery chains.

# ASPEN

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WAREHOUSING

TRANSPORTATION

VALUE ADDED

TECHNOLOGY

