

## FORTE ASSISTED NAMBÉ IN HAND-PICKING A HIGH-QUALITY 3PL.



### PROJECT SCOPE

Assist Nambé with the search and evaluation of viable third party logistics (3PL) candidates, leading to the final selection of a provider aligned most closely with Nambé's requirements.

### OVERVIEW

Nambé is known for award-winning, handcrafted designs in metal, crystal and porcelain. The company manufactures and distributes products to department stores and specialty stores nationwide.

Nambé was in a typical situation for a growing company. Increased sales and new marketing channels created new pressures for distribution. As a result, shipments were delayed and inaccuracies developed causing customer service levels to decline.

As sales increased, inbound receipts shipped in overseas containers from international sources also increased. Nambé required more storage space to accommodate peak season inventory. Furthermore, the corporate initiative to open more captive retail stores across the United States dramatically altered Nambé's supply chain model.

Nambé needed to improve distribution performance while sustaining their core competency—manufacturing high-quality products. Implementing incremental improvements would no longer suffice; a large, coordinated endeavor was required to get the necessary results. As a result, Nambé decided to focus on their manufacturing and procurement expertise, and entrust distribution operations to a capable 3PL.

### TURNING TO FORTE

Nambé had little exposure to the 3PL market. Conducting an internally driven 3PL assessment would have required much time and effort to adequately research the market and compile a pool of qualified candidates. Nambé decided to employ FORTE to conduct

an assessment that addressed Nambé's business objectives and delivered upon their value proposition.

Nambé had unique distribution operations with many particular needs. Nambé didn't want to be solely dependent on the 3PL candidates to educate them on what services were important. They knew the task of differentiating the candidates had to be based on their own requirements and not upon specifics the 3PLs emphasized.

FORTE developed a comprehensive request for proposal (RFP) based on Nambé's unique distribution and customer service requirements. In order to be a qualified candidate, the 3PLs had to be able to fulfill the company's variety of specialized needs and services. Nambé's needs and services included: value-added services such as engraving and special labeling, call center operations, returns processing, and handling of fragile and high-cost items.

The RFP was sent to a list of 15 3PL providers, which were selected based on FORTE's understanding of the marketplace. The candidates responded with overviews of their available services. FORTE evaluated the 3PLs' capabilities, systems and facilities, and enabled Nambé to narrow the list of candidates down to three.

The three candidates toured Nambé's facility and gave on-site sales presentations to the Nambé and FORTE team. The top two 3PLs were identified, and the project team toured their facilities to evaluate the operations first hand.

FORTE provided counsel during contract negotiations to determine the terms and conditions for the services to be provided.



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THE BOX**

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## OTHERS HAVE TAKEN TO OUR POINT OF VIEW.

Leading companies are embracing FORTE's advanced **CONTINUIM™** methodology. In doing so, they are widening the performance gap over competitors and creating competitive advantages in their supply chain. Quite simply, they are distributing at the least cost, driving improved margins, and increasing profitability.

We have a national client base of Fortune 500 organizations, and fast-growing mid-market and small entrepreneurial enterprises. We're proud of the company we keep and welcome the opportunity to help you craft your optimal Distribution On Demand solution.

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