

VETERINARY NEW PRODUCT LAUNCH KIT



Challenge: Reduce fulfillment turn time while increasing attention to detail and providing continuous communication with the client.

ProjectENGINEERING:

- Receive, quality inspect and inventory custom kit cases (262 total/13 versions) and animal health product (14 versions).
- Break apart a partial of the product master packs into individual units (modules).
- Insert 1 each of 7 product master packs and 1 ea of 7 individual medicinal modules into die cut foam insert within custom case and secure with velcro dots.
- Close and secure filled case and individually pack-out in master shippers.
- Drop ship via 3rd Party freight to distributors.
- Provide client with detailed tracking information.
- Inventoried remaining product for future projects.

SuccessPOINTS:

- Reduced turn time from two weeks to three days.
- Quality pre-inspection of supplied items uncovered supplied product shortage/damage prior to the actual fulfillment process. Client was made aware of this up front and was able to rectify the situation ahead of time; therefore, the deadline was not jeopardized.
- On-site fulfillment facilities allowed the customer to oversee and inspect the project as needed.