



REDUCE TURNS TO WEBER LOGISTICS TO HANDLE 2X VOLUME GROWTH

SITUATION

Reduce, a prominent provider of reusable drinkware including water bottles, mugs, and accessories, was growing rapidly but its 3PL struggled to keep pace. The company sought a process-driven logistics partner in Southern California that had the space, the infrastructure, and the retail distribution expertise to handle its growing business. Reduce turned to Weber for an integrated logistics solution that includes warehousing, drayage, and final-mile delivery.

ACCOUNT

- **Location:** Weber's Ontario Distribution Center. Reduce's footprint is currently 63,000 sq ft.
- **Operations:** Warehousing, drayage, and TL and LTL transportation.
- **Specialized Services:** Distribution to major retailers including Walmart, Walgreens, Publix, Kroger, TJ Maxx, Marshalls, and Costco. Additional services include drop shipping, repacking, cross docking, and labeling/relabeling.

- **Volume:** 3k pallets moved/month
- **SKU count:** 270

KEYS TO SUCCESS

- **Customized Solutions:** Weber customizes KPI measurements and client portal features to accommodate Reduce's specific needs. The team seamlessly adapts to the changing requirements of Reduce's large retailer customers, while Weber's in-house IT team manages systems integrations.
- **Scalability:** Weber's warehousing solution addresses current and future space needs, eliminating any operational barriers to growth.
- **Drayage Expertise:** Weber's asset-based drayage operations helped to cut Reduce's chassis days out by nearly 50% – from an average of 10.8 days to 5.8 days. Weber's systems also ensure that Reduce has visibility into their container locations.
- **Process-Driven Logistics:** Weber's commitment to operational excellence ensures that Reduce's KPIs are met and/or exceeded, and that inventory management issues

the company faced prior to Weber are now a thing of the past.

- **Commitment to Customer Service:** Weber and Reduce have monthly meetings and quarterly business reviews to ensure continuous improvement and adherence to KPIs. Reduce has dedicated customer service reps at Weber and direct access to Weber's senior leadership team.

RESULTS

“Our relationship with Weber feels like a true partnership. Weber leadership is present and listens to feedback and concerns, and the team is genuinely invested in our success. The retail industry is constantly changing, and so are the demands of the big retail players. Having Weber on our team to help us meet those requirements is crucial.”

Kelly Beecher
Vice President of Supply Chain and Operations, Reduce Everyday