



CASE STUDY

Optimizing Warehousing & Logistics for Faster Fulfillment and Better Visibility

OBJECTIVES

SS Beverages 1 Inc., a rapidly growing beverage brand with multiple filling partners across the U.S., needed a more flexible and transparent storage strategy to support its expanding product line. As their footprint expanded, so did the complexity of managing inventory across multiple locations.

PROCESS AND SOLUTION

Gamer Packaging's Warehousing and Logistics team conducted a thorough review of the customer's product mix, filling locations, and shipment patterns. From there, the team developed a multi-layered solution:

Strategic Warehouse Placement

Gamer Packaging identified warehouse locations near the customer's key filling sites, enabling faster order turnaround and shortening transit times.

Reliable Transportation Options

Leveraging established relationships with trusted carriers, Gamer ensured consistent, dependable delivery from storage locations to each filling partner.

Customized, Real-Time Inventory Management

Gamer's account management team built a detailed, live inventory spreadsheet that was customized specifically to the customer's needs. Through collaborative discussions, the team added new fields including:

- Packout details
- Pricing reminders
- Billing updates
- Forecasting tools

This tailored system gave the customer a real-time view of their inventory, providing operational clarity and supporting better production planning. Gamer's relationship-driven approach ensured that the system could evolve alongside the customer's growth, allowing seamless adjustments as needs changed.

RESULTS ACHIEVED

The implementation of a national warehousing program combined with a customized inventory management system delivered meaningful operational improvements:

Faster, More Efficient Order Fulfillment

Color-coded inventory fields and simplified, consolidated lists provided clear visibility across multiple warehouse locations. The fulfillment team could now quickly pull product and ship it to the correct filling partner on short notice.

Improved Delivery Timelines

By storing inventory near each filling site, Gamer Packaging enabled consistent, timely delivery. This reduced the risk of production delays and increased the responsiveness of the customer's supply chain.

Enhanced Inventory Visibility

Real-time reporting gave the customer complete transparency into their open inventory, improving demand planning and reducing uncertainty across their operations.

AT A GLANCE

Challenges

- Needed flexible storage near nationwide filling partners
- Limited visibility across regional inventory
- Slower fulfillment without centralized insight
- Forecasting challenges and increased risk of delays