

TGL Enables Luxury Retailer to Avoid a Fashion Crisis

The Situation

Port congestion and related issues impacting on-time delivery of goods.

The Solution

On-site TGL team with the ability to navigate complex market conditions; work with local partners to manage transloading of product; and coordinate daily importation and transportation to client's facilities.

The Client

Fashion retail is a seasonally-driven industry that relies heavily on product arriving in stores within a tight calendar window. When an unforeseen circumstance of West Coast port congestion threatened to negatively impact the supply chain of one luxury manufacturer and retailer of apparel and lifestyle products, the company took immediate action to mitigate the crisis and transport their product into the U.S. marketplace. They turned to Technicolor Global Logistics (TGL) to intervene and alleviate the escalating situation before it put an entire fashion season — and their overall business — in jeopardy.

The Situation

This enduring luxury lifestyle empire, established in 1981, found their seasonal product lines tied up in overwhelming congestion at the Port of Long Beach in Los Angeles — with no end in sight. Redirecting their cargo through the Canadian Port of Vancouver proved futile, as several other major retailers had taken the same approach, resulting in a new set of volume-related issues and congestion. Compounding the issue was a lack of clarity around the additional documentation required to transport the product through Canada. Moreover, due to the surge in volume, local warehousing space and trucking capacity were in short supply.

It was at this point that the high-end retailer implemented a new strategy, turning to TGL to mitigate and navigate the situation before it escalated any further.

The Findings

TGL's first priority was to gain a thorough and detailed understanding of what was occurring on the ground in Canada. Taking their usual hands-on approach, TGL placed a team of support personnel on-site in Vancouver to assess the situation and manage the process as the client's new point-of-contact moving forward.

Upon arrival, the TGL team discovered a scene that was congested and chaotic — and being exploited as well.

Specifically:

- The current provider working with the client was unable to efficiently handle the volume; while they were transloading an average of 4-6 ocean containers into dry van trailers per day — the client's requirements were four times that.
- The trailers that were loaded were not being effectively transported; local over-the-road carriers and businesses, taking advantage of the heightened demand, were raising prices to a level that was making it difficult to find capacity at a competitive rate.

The Solution

TGL took control of the situation and within two days, TGL's on-site manager — in concert with the account management team in the U.S. — had lined up bonded carriers to begin moving product out of the incumbent provider's cross-dock facility.

Managing the crisis on-site in Vancouver, TGL provided the client with regular communication and timely updates. Exploitative pricing concerns were eliminated as TGL's long-standing relationships with local carriers enabled the negotiation of fair pricing with both Canadian and U.S. carriers. Additionally, TGL managed the completion and filing of all applicable regulatory documentation needed to support the outlined action plan.



The Outcome

TGL implemented a streamlined strategy leveraging several high security partner carriers that allowed for a steady flow of product from the Vancouver facility to the client's U.S. facility:

- The on-site TGL team oversaw and managed the transloading of up to 24 containers per day into 53' over-the-road trailers;
- They then coordinated the 100+ weekly truckloads with twelve partner carriers.
- By leveraging their considerable expertise to become subject matter experts in Canadian and U.S. Customs, the TGL international team allowed shipments to move "In-Bond" to the Canadian border, where they facilitated entry into the U.S.

Within 30 days, several hundred containers of time-sensitive, high-value product were transloaded, imported, and delivered to the client's California warehouses. This successful outcome was due to the anticipatory measures implemented by TGL and the client, and TGL's ability to negotiate on behalf of the client in a highly competitive marketplace.

TGL has continued to build a strong partnership with this luxury retailer, resulting in several other high-volume projects and opportunities.

About TGL

TGL is an established logistics partner to some of the most prominent names in consumer products — handling complexities and challenges like the ones related here every day. As a leader in retail logistics, TGL has diverse experience in managing time-sensitive, high value, and high-velocity supply chains, including products that require end-to-end handling, from import to time-definite transportation to retail locations numbering over 10,000. The obstacles affecting importers are unique, but have familiar consequences. TGL's commitment and experience in navigating and solving multifaceted supply chain challenges continues to make them a preferred partner for many high-volume and high-demand customers.