



## Packaging Optimization: Results in 21% savings in transportation costs, while reducing wasted space

### CUSTOMER CHALLENGE

Our customer, a global producer of hiking boots and outdoor footwear, recognized that poor packaging processes were being utilized by their footwear factories, which caused their packaging and products to arrive damaged. They also wanted to upgrade the look of their packaging and increase brand awareness with high-end graphics. In addition, increased environmental pressure was pushing them to implement a PRSL compliance program.



### OUR SOLUTION

- Retail & Transit Packaging
- Packaging Optimization
- Management Reporting
- Warehousing Management
- Air and Ocean Transportation (LCL & FCL)
- Supplier Management Program

### CUSTOMER BENEFITS

OIA and our customer improved their packaging supply chain, achieving a 21% reduction in transportation costs, while improving the retail performance of their packaging and generating greater perceived value for the brand. Further, OIA's processes provided the brand with a level of supply chain transparency and control that they previously did not enjoy.

For a customized solution to meet your business needs, contact us at **1-855-SHIP OIA** or email us at **855shipOIA@oiaglobal.com**