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SCM Case Study

PEAK PERFORMANCE FOR PEAK PRODUCTS

BY CANDICE PRICE

Supply chain management at Peak Products Manufacturing Inc. is more than just a part of its day-to-day operations. Rather, it is considered an essential part of the overall business plan, delivering competitive advantage while providing access to new markets.

So when the opportunity came to partner with PBB Global Logistics for its international supply chain needs, Peak Products forged ahead and achieved concrete results.

Peak Products is a manufacturer and distributor of building and consumer products supplying wholesale and retail accounts across North America, including some well-known home improvement chains such as Home Depot, Home Hardware and Lowe's Home Improvement.

As one of several individual logistics suppliers, warehousing

products in its Vancouver facility, PBB quickly demonstrated the value of its Supply Chain Solutions and impressed Peak Products with its integrated systems and worldwide capabilities.

Today, with each shipment that Peak Products orders from its manufacturing facilities in China, PBB ensures accurate and efficient Customs clearance at key ports including Vancouver, Seattle, Calgary, Montreal and Toronto. Goods are warehoused in modern distribution centers and orders to individual stores are fulfilled, often on a next day basis, say spokesmen.

Using PBB's *e-globallogistics.com* tracing system, Peak Products enjoys full visibility of its shipments and inventory from the moment the company purchases products from China, until the time they hit the shelves in North America, representatives add.

"With our offshore manufacturing of hundreds of products, outbound shipments to cities across Canada, and thousands of individual transactions each month, it was essential that we chose a firm that had the physical and electronic capabilities necessary to handle our requirements," says John Gross, President, Peak Products. "And most importantly, PBB shares our deep commitment to customer service."

Indeed, Gross attributes customer service as a key success factor in his business. With a complex supply chain extending half way around the world, and customers who depend on fast, accurate shipments to maximize retail sales, Peak Products understands the importance of efficiency and real-time information in getting its products to market. The results of partnering with PBB have truly been fruitful.

"With PBB, we have definitely experienced savings in a number of ways, including a significant reduction in management and administrative involvement in warehousing and distribution matters," says Gross. "And not having to worry about our logistics lets us focus on our company's core competencies — manufacturing and marketing."

Peak Products enjoys the efficiencies of a continent-wide distribution network, which is a competitive advantage when doing business with major retail chains. The company anticipates continued rapid growth in the future, particularly in new markets in the American South and Midwest.

With locations in Chicago, Miami and other key regional centers, PBB executives say the company is well positioned to assist its partner with these expansion plans. *wt*

