



Quick thinking keeps POP display rollout running to schedule



A large US electronics manufacturer was set to launch its newest product. But to maximize consumer visibility and success it needed over 1,000 aisle-cap POP marketing displays delivered to a leading electronics retailer in the week leading up to the launch.

EA Logistics was contracted to ensure they reached their destination on-time.

Two things immediately added complexity to the project. First, the pickup location at the display manufacturer's factory was more than 100 miles from the nearest metro area. Second, collection would be late in the day.

In consultation with our customer, the POP display manufacturer and our carrier partners, we devised a schedule that would result in all 1,000 displays reaching market on time.

Unfortunately due to production delays, the displays were tendered to us late, throwing a monkey wrench into the delivery schedule.

This threatened to derail the installation team's own rigid schedule at the retail stores.

Our Retail Shipping Solutions team immediately adjusted the delivery plan to accommodate even later pickups. In conjunction with first-mile cartage and carrier partner, we used decked trailers to inject more shipments each hour into the carrier's nearest terminal.

We also arranged for carrier acceptance three hours after their lockout — highly unusual! All these adjustments meant we could still transport the displays on-schedule from day one and achieve on-time delivery into the scheduled stores.

This avoided a cascade of delays that would have cost everyone dearly.

At the end of the week, the installers has been able to complete all work as planned and all aisle-cap displays were in-store as originally planned. And the POP manufacturer still had a key customer.

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