

CASE STUDY

Redwood Precisely Executes Transportation for a Global Manufacturer

MARKET: CONSUMER GOODS MANUFACTURING

This **private-label manufacturer** is part of a larger enterprise that produces beauty, personal care and home care products for over 1,000 leading brands. This subsidiary supplies home, cleaning, and auto care products to the world's leading brands in fast-moving consumer goods.

THE CHALLENGES

- Needed to create a new supply chain, quickly
- Needed more agile transport planning, execution
- Required real-time shipment visibility

THE SOLUTION

A new product launch required this manufacturer to import full-container (FCL) and less-than-container (LCL) quantities of raw materials from overseas. The Redwood International team established a new supply chain, including transport modes, routes, carrier networks, and customs brokerage. Working with a production forecast and the procurement team, Redwood nimbly chooses modes, routes, and lanes to maximize inventory planning and assembly continuity.

THE RESULTS

Optimized production, supported by incoming shipments

Fast ocean transit options, 35% faster than standard ocean transit

Flexible multimodal approach for cost and speed optimization

Precise inventory planning and procurement

KEY TOOLS

TMS integration for cost visibility

Customs brokerage

Managed international FCL air freight transportation

Redwood helped us stand up an entirely new global supply chain, quickly, to support the launch of a product manufactured in the U.S. Maximizing onshore production and assembly outputs means orchestrating continuous ocean and air shipments of materials. The Redwood International team has the intelligence and the agility to pivot among modes, as needed, to keep our production running.

— Packaging Buyer