



CASE STUDY

REDWOOD MAKES EXCELLENT RATING PAW-SIBLE

THE CHALLENGE

Perfection Pet Foods is a leading private label and contract manufacturer of extruded dry pet food and pet treats. As one of the largest suppliers of pet food and treats in the country, Perfection Pet Foods offers end-to-end solutions to their wide variety of customers, domestic and international alike. World class production capabilities, a strategic west coast location, and strong pet category tailwinds have all contributed to rapid growth for Perfection Pet Foods.

While utilizing a Direct Plant Shipment (DPS) system had worked in the past, it was becoming clear Perfection Pet Foods needed to outsource and rely on a trusted supply chain management company to keep up with demand. It also needed a larger warehouse that could safely and effectively store dry pet food to confidently deliver product and secure partnerships with larger retailers.

“We needed a logistics expert that could tackle the entire distribution end of our supply chain,” said Jaison Klingensmith, Vice President of Supply and Demand Planning at Perfection Pet Foods. “We had a long list of asks, including the task of getting certified by the Safe Quality Food program, which is no small feat.”

THE SOLUTION

Redwood Logistics, one of the fastest-growing supply chain and logistics companies in North America, stepped in with its facility-based and asset services team to help Perfection Pet Foods open a state-of-the-art distribution and fulfillment center in Visalia, California.

“We sought out Redwood for their ability to partner with us across the entire distribution end of our supply chain, supporting our continued growth while also delivering a top tier service experience to our customers” said Klingensmith.



MARKET

- Pet Food
- Manufacturing

KEY TOOLS & SOLUTION

- LPaaS
- RedwoodConnect™
- Warehousing & Distribution
- Oracle WMS Cloud
- LTL & Parcel Management
- Multi-modal & Dedicated Fleet

ADDITIONAL BENEFITS

- “Excellent” Safe Quality Food (SQF) Rating
- Uncompromised Warehouse Safety
- Complete Control Over Order Fulfillment
- Improved Transportation and Capacity



As Perfection Pet Foods continued to grow, so did the list of logistical requirements from new customers. Redwood was able to partner with Perfection Pet Foods to offer key fundamental warehousing and logistics needs, while also offering much needed inventory reporting detail to satisfy new customer requirements.

“Our Logistics Platform as a Service, or LPaaS, operating model ensures we deliver more than just inventory management – we locate a space, hire labor, follow compliance guidelines, and secure set up for shipping, order fulfillment, and labeling,” said Gubio Henrique, Senior Vice President of Asset Services at Redwood. “Most 3PLs are not up to the challenges of taking on a full warehouse and distribution process, or undergoing rigorous certifications for that matter, but our team was unwavering and refused to compromise on any aspect.”

THE RESULTS

With the help of Redwood's Warehousing and Fulfillment expertise, Perfection Pet Foods realized numerous benefits, including:

- **An “Excellent” Safe Quality Food Rating and Certification.** The Redwood team partnered with Perfection Pet Foods through the Safe Quality Food (SQF) program, a rigorous and credible food safety and quality program that is recognized by retailers, brand owners, and food service providers world-wide. Over two months, the Redwood team completed hundreds of hours in training, writing up standard operating procedures, hiring a local quality assurance representative, and addressing all audit requirements. The warehouse passed the SQF audit with ease and received a certification with a score of 96 – the mark of excellence. “This achievement is fantastic. It allows us to leverage our new Redwood facility as a warehousing option for some of the largest and most advanced retailers out there, which require shippers and manufacturers be certified,” said Klingensmith.

- **Uncompromised Safety During Uncertain Times.** Redwood ensured all air entering the 150,000 square foot plant was HEPA filtered through four separate systems, creating positive air flow throughout the space.

- **Complete Control Over Order Fulfillment.** “We were able to optimize their entire supply chain for order fulfillment by using Oracle WMS Cloud,” said Henrique. Redwood installed Oracle's state of the art WMS for inventory tracking along with integrating RedwoodConnect™, Redwood's proprietary integration platform as a service (iPaaS), to seamlessly connect orders to the WMS. Perfection Pet Foods now utilizes Redwood's less-than-truckload (LTL) and parcel capabilities for ecommerce fulfillment, along with Redwood's full multimodal capacity to streamline outbound shipments.

- **Improved Transportation and Capacity.** Redwood provided five of its subsidiary F/X fleet trailers on-site, providing reliable capacity and improving warehouse and distribution productivity. “Redwood provided key logistical support for us, including our transportation needs between the plant and warehouse, the order fulfillment process and establishing the necessary connectivity between our systems to manage outbound capacity,” added Klingensmith.

“We service end to end supply chains with the highest levels of safety and compliance,” said Henrique. “Utilizing our full suite of services and technologies, we were able to take Perfection Pet Foods from discovery to receiving their first load in less than three months – and we'd do it all again in a heartbeat.”



FROM OUR PARTNER

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- **Jaison Klingensmith**
Vice President of Supply and Demand Planning at Perfection Pet Foods

Perfection
PET FOODS

