





Fulfillment Solution: Faster Shipping and Better Systems Integration Result in Time and Cost Savings

Fresh Baby is a Michigan-based producer and distributor of nutrition education reinforcement products (plates, cups, bags, cutlery, tip sheets and other items) that remind children and parents of dietary guidelines.

Problem

For 12 years, Fresh Baby had worked with another fulfillment company on the East Coast. As order volumes grew, they needed to find a company that not only was better positioned to ship two-day UPS to any of the lower 48 states cost-effectively but that also was able to integrate business systems to increase fulfillment efficiency.

Fresh Baby began searching for a new fulfillment partner online. They had a list of requirements and, after looking at many websites, contacted ten firms that seemed to be a fit, received proposals from six and visited three, including Verst. "We couldn't imagine choosing a warehouse without looking at it," states the Fresh Baby CEO. "We wanted one that is clean, efficient and streamlined. Verst was much, much better than everyone else we visited."

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Solution

Verst worked with the team at Fresh Baby and created a custom solution that provided exactly what they were looking for:

1. *Expertise in transportation and efficient shipping options.*
2. *People with great work ethic, communication skills and a strong desire to do great work.*
3. *Advanced technology and the willingness to develop customized solutions.*
4. *Verst provided seamless ERP, e-commerce and shopping cart integration.*
5. *Automatic ship notifications and EDI ordering.*

Fresh Baby shipped Verst all of their inventory, which was neither well-organized nor fully accounted for by the other fulfillment company. The inventory was handled by Verst quickly and efficiently. "It was the kind of job you only want to do once or twice in your whole life, but Verst made it a great experience."

Our business is . . . an extension of your business



Overall Results

Verst Fulfillment has consistently exceeded requirements, providing Fresh Baby with fast, cost-effective fulfillment and shipping, clean, efficient warehousing and customized, integrated technology to help everything run seamlessly. The Fresh Baby organization is especially satisfied with the fulfillment team's communication, commenting that Verst has some of the best communication skills of any organization Fresh Baby has worked with.

Contact the Verst Fulfillment professionals. Call 859-485-1212 or email Fulfillment@verstlogistics.com

**"They are really good people.
We are a really good match."**

About Verst Fulfillment

The success of your business depends on your ability to get the right products to the right people at the right time. Verst Fulfillment partners with your organization to design a custom solution, handling all of your order fulfillment requirements so that you can concentrate on getting back to what matters: running your business. Our mission is to provide 24 x 7, omni-channel, business-to-business and business-to-consumer fulfillment services to pick, pack, ship and store products for consumer package and durable goods industries.



About Verst Logistics

Verst is an Inbound Logistics Magazine Top 100, asset-based, third-party logistics and packaging provider serving business-to-business customers for over 50 years. Our business is to provide your business with the logistics and packaging resources that help you extend your capability to better serve your customers. Request a customized quote for your fulfillment project.



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Verst

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