



JURLIQUE

At a Glance:

Industry:

Health and beauty

Business Profile:

Based in Australia, Jurlique manufactures all-natural, organic skin-care products designed to promote health and well-being. Distributed through Jurlique retail stores, spas and the Internet, this line of boutique creams, lotions, gels and oils requires meticulous attention to packaging, warehousing and distribution.

- All products produced in Australia
- U.S. products distributed from Atlanta DC
- 14 Jurlique-branded retail stores in U.S.
- Approximately 300 wholesale customers

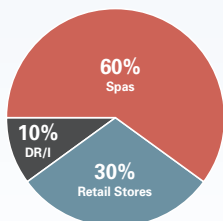
Company goal:

To be a leader in the skin-care industry by providing all-natural products and promoting health and well-being with purity, integrity and care.

Product Distribution

Methods:

Retail stores 30%
Spas 60%
Direct retail/
Internet 10%



Delivering Turnkey Capabilities Through Flexibility and Service

National 3PL gives Jurlique benefits of a big company with small-company care

When providing products with “purity, integrity and care” is key to your company mantra, it’s essential that your products arrive in top condition. And if you’re a small- to mid-sized company distributing those products with limited resources, thousands of miles away, you need a logistics partner who can deliver. For Jurlique, an Australian manufacturer of organic skin-care products, Saddle Creek Corporation is a natural fit.

“We’re a small company without a lot of capital to spend on distribution infrastructure,” says Brett Levine, Director of Operations for Jurlique USA. “We wanted to work with a company that wasn’t so big that we would be lost in the shuffle but was able to provide the same services and benefits of a larger 3PL.” For Levine, Saddle Creek was the obvious solution.

The Business Challenge

Levine first began his search for a logistics partner in response to an aggressive company-wide marketing mandate. After two decades in the skin-care industry, Jurlique was expanding globally. Plans called for growing the business five times over in five years, but budgets did not allow for expanding existing warehouse operations.

Levine had carefully thought out his search criteria for a viable 3PL. Due to limited internal resources at Jurlique, his partner would need to offer personal attention and turnkey capability.

All of the products distributed in the United States would be piece-picked and shipped from a single Atlanta distribution center. “We needed someone with the warehousing infrastructure already in place,” Levine explains.

Jurlique ships 80,000 to 120,000 units per month – 300 to 400 SKUs – that include glass bottles, aluminum tubes, samples in small plastic envelopes and promotional materials. This diverse product line and changing volume requires flexibility.

There are also time and temperature sensitivities to consider. With typical expiration dates of two to three years from the date of manufacture and required temperatures ranging from just above freezing to 85° F, products require temperature-controlled warehousing and distribution.

After reviewing proposals from a number of logistics providers, the choice of a partner was easy for Levine: Saddle Creek Corporation.



Saddle Creek's facility is well-equipped to handle piece-pick operations for Jurlique.

Jurlique Chooses Saddle Creek Solutions

Thanks to several core company strengths, Saddle Creek is able to meet – and even surpass – Levine's search criteria. The company's Atlanta campus provides value in a number of ways:

Turnkey capability.

Saddle Creek provides comprehensive services for Jurlique, including receiving and sorting product, order receipt and processing, handling pick-packs, coordinating reverse logistics, managing inventory control and customer invoicing. Levine even has an office on-site at Saddle Creek's facility. "They're a national 3PL, and they're big on service," says Levine.

Product arrives at Saddle Creek's Atlanta DC packaged and prepared to ship, but it's a piece-pick operation – breaking open cases and repacking them for shipment with bubble wrap, peanuts or cello airbags. "Packaging is probably the most labor-intensive service we get from Saddle Creek," says Levine. "Our products need to show up in pristine condition because much of our product is going to boutique, high-end spas where appearance is everything. We trust Saddle Creek to meet our high standards."

Top-notch technology.

Warehouse management system capabilities were high on Levine's list of ideal 3PL criteria, and Saddle Creek comes through in that area as well.

Levine especially values Saddle Creek's online reports that allow him to monitor inventory levels, check order status, or review activity on any item over a three-month span. "I can get that information easily with just a couple of clicks," he says. "Getting the same information before we had Saddle Creek was a time consuming and sometimes manual process. The reports are a big benefit from an inventory perspective. They also help us to act fast and handle problems before they escalate."

It's not just Saddle Creek's technological savvy that appeals to Levine, however. "Saddle Creek has all the technological capabilities we need," Levine says. "They offer key technological advantages like their warehouse management system, but they're not run by machine. They still have the human element."

Flexibility.

Jurlique's ever-changing needs make flexibility a must. "Saddle Creek has the infrastructure there, but they also have flexibility in staffing," says Levine. "If our business softens temporarily, they're able to shift staff to other accounts, and in times when we're really busy, they're able to bring in additional help."

Process flexibility is also a plus, according to Levine. "Saddle Creek takes a consultative approach. They helped us come up with processes that can handle change so that we're not always reinventing the wheel."

Personal attention.

Saddle Creek's enthusiasm for Jurlique's business especially appealed to Levine. "They really showed an interest in having us as a customer," he says. "They were excited to have a pick-and-pack operation in the facility, and they were interested in our unique issues – something we weren't getting from bigger companies we considered. The involvement and accessibility of key Saddle Creek management was – and still is – a big attraction for us."

The Next Step for Jurlique

The future looks promising for the partnership between Jurlique and Saddle Creek. "When we start on a growth trend, I really anticipate even more advantages with Saddle Creek than we've already seen in the past year," says Levine. "There will be many more opportunities from a warehousing and shipping perspective. I'm looking forward to building on this relationship."



Integrated Logistics Solutions, One Provider — Nationwide

Based in Lakeland, Fla., Saddle Creek Corporation is a privately held third-party logistics services company that provides a full array of warehousing, transportation, packaging, and integrated logistics services nationwide.

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