



EnviroScent produces a popular line of fragrance sticks to scent Christmas trees, homes, bouquets and cars. The small but fast-growing fragrance maker wanted to meet increasing customer demand for the product line while expanding its unique business. Saddle Creek's turnkey integrated logistics solution enabled EnviroScent to accomplish both of its objectives.

The Business Challenge

Demand for EnviroScent's line of fragrance sticks was quickly outpacing the company's capabilities for production and distribution. A major seasonal order from a Big Box retailer dictated that the company find a solution within a very tight timeline. At the same time, the company recognized a growing need for process improvements to streamline growing operations and uphold its standards for service excellence.

The Solution

As peak production season was getting underway, Saddle Creek moved EnviroScent's operations to its facility in Atlanta, GA, and began identifying and implementing LEAN process improvements necessary to meet the aggressive 90-day target for turnaround. Saddle Creek provided a comprehensive solution, including material sourcing, light manufacturing, order fulfillment, warehousing and distribution. With these integrated capabilities, the 3PL met EnviroScent's exacting specifications and allowed the company to focus on its core competency.

The Result

Saddle Creek not only helped EnviroScent to meet its critical customer deadline, the 3PL also provided creative ideas for saving money, streamlining processes, and improving distribution along the way. For example, one initiative reduced labor requirements by 20 to 30 percent. This success has prompted EnviroScent to partner with Saddle Creek in the design and product development phase to ensure optimal efficiency from manufacturing through distribution.

“Through our strategic partnership with Saddle Creek, we now have the opportunity to grow almost on a moment's notice.”

Nick McKay
Chief Executive Officer
EnviroScent

EnviroScent

Industry:

Fragrance

Business Profile:

Commercial scenting company, offering multiple scent machine designs and consumer scented products for the home.

Quick Facts:

- Fragrance sticks to scent Christmas trees, homes, bouquets and cars
- Holiday ScentSicles are a top-seller nationwide
- Founded in 2001 by Jeff and Sharon Sherwood

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