

Whitmor.

An organizer that's optimized its supply chain for growth

flexport.

whitmor
bringing organization home

5,500+ SKUs

Whitmor looks for products in demand and develops them quickly. Flexport enables SKU-level analysis.

40+ Suppliers

Timely, proactive shipment management with Flexport's dedicated team and tools.

24/7 Service

Round the clock, dedicated service to ensure smooth shipments from origin to destination.

Using a freight forwarder as a collaborative business partner

Overview

Large private company focused on home organizational products sold online and at major retailers. Over 70 years, Whitmor has grown into a key player for home organizational products. Whitmor chose Flexport to help position them for their next stage of growth.

Challenges

Resigned to the status quo. Whitmor worked with a traditional freight forwarder for many years. There were no major complaints, but the team was unable to take on new initiatives.

Excel spreadsheet overload. Much of Whitmor's supply chain was managed through spreadsheets and email invoices, making it hard to do financial analysis or make decisions informed by historical data.

Limited proactive communication. With limited visibility and data, Whitmor entrusted key supply chain decisions to its suppliers and logistics providers.

Solutions

A supply chain success partner. Flexport's team and tools support Whitmor's priorities. By minimizing transactional operations work, Flexport frees up the Whitmor team to be more strategic.

Easy analytics and reconciliation. All quotes, shipment activity, invoices, docs, and key data points are stored in a central platform, enabling instant reporting, analytics, and invoice reconciliation.

Empowered to act. Flexport returns decision-making power to the Whitmor team, allowing Whitmor to optimize their supply chain against their own KPIs.



From guaranteeing vessel space to our quarterly business reviews – Flexport treats us as a business partner and we always feel like a priority.

—Michael Herndon, Product Development