

## Fast-Growing Nutrition Company Taps KANE for Nationwide, Multi-Channel Distribution

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– Justin Woodall  
Vice President of Supply Chain



### Situation

Nutrabolt markets sports nutrition supplements to fitness enthusiasts worldwide. The company was named to the Inc. 5000 list of the fastest growing private companies in the U.S. But with this growth came operational challenges. The company needed to find ways to process orders faster and more efficiently and to economically manage dramatic volume swings.

### Strategy

Nutrabolt saw the challenge as an opportunity to take its distribution operations to the next level. To make that happen, the company sought proposals from third party logistics providers and, ultimately, chose KANE to manage the two distribution centers in its newly configured network.

“For us to continue to operate our own warehouses, Nutrabolt would have needed to invest significantly in both people and technology for logistics,” says

Justin Woodall, Nutrabolt’s vice president of supply chain. “We determined that we needed the knowledge and skill of an outside expert for this major transformation and for ongoing management.”

Key aspects of the solution include:

#### Multi-Channel Sales

Nutrabolt consolidated its U.S. distribution network from 5 warehouses to 2 strategically located DCs in Atlanta and Salt Lake City. From these sites, Nutrabolt distributes to retail chains, distributors and consumers. KANE designed the facilities to efficiently handle pallet, case and each-pick requirements, replenishing products for all channels from the same inventory pool.

#### Strict Compliance with Food-Grade, Temperature Control Requirements

Product must be kept within a 58°F to 75°F range and inventory is managed according to strict FIFO protocols, with automated expiration date tracking. Storage and handling processes meet all Nutrabolt requirements. Product is tracked to the lot number.



### **Retail Expertise**

KANE's strategic focus is on making retail supply chains more efficient. The company leverages this experience to ensure Nutrabolt's compliance with retailers' routing guides in order to minimize chargeback penalties. KANE uses Manhattan Scale™, a leading retail industry warehouse management system, to manage inventory, auto select cartons, and optimize order picking and other warehouse tasks to reduce labor.

### **Empowered Culture**

Nutrabolt operates with a very lean management structure, so they need a logistics partner that thinks and acts as a member of their team. "In the past, we worked on a tactical basis with 3PLs," says Woodall. "With KANE, we were looking for a leader in distribution management with an empowered culture, like ours, that values hard work, disciplined processes and accountability."

### **Results**

- Reduced order-to-ship time from 3 days to 24 hours.
- Reduced labor costs through process improvements and automation.
- Improved accuracy, which led to sharp reductions in customer complaints and inventory errors.
- Reduced truck miles traveled by 30% based on an optimized transportation network.

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*KANE is a third-party logistics provider that helps manufacturers and their retail partners warehouse and distribute goods throughout the U.S.*