



IDS Integrated
Distribution
Services, Inc.

CASE STUDY: PHARMAVITE, LLC

Driven to Make Americans Healthier

Your partner for

flexible transportation **SOLUTIONS**

Founded nearly 40 years ago and privately held, Pharmavite LLC is the manufacturer of Nature Made Vitamins, Minerals and Supplements and SOYJOY, a snack bar made with whole soy and real fruit. Nature Made is the number one brand of vitamins in the Food, Drug, Club and Mass channels. SOYJOY is one the leading soy brands.

As health conscience consumers continue to turn to the company's brands and products, sales have been increasing consistently year over year. The company now produces over 120 million bottles and cartons each year for distribution and sells it products to retailers such as Costco, Wal-Mart, Target, Walgreen's, CVS and many others. Those retailers increasingly demand on-time deliveries within short time windows as a prerequisite for carrying products. Suppliers who fail to comply can get fined or removed from store shelves.

Pharmavite sought to innovate its supply chain to reduce chargebacks and other costs associated with delivery. It looked to partner with a logistics firm focused on measurable solutions.

The IDS Solution

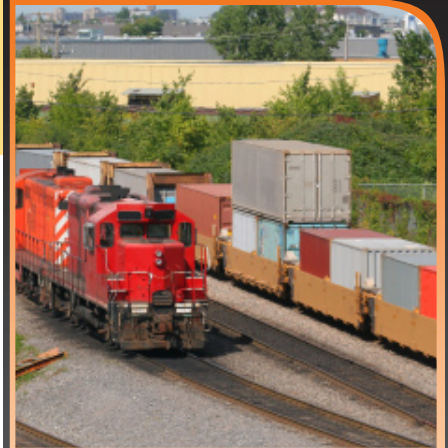
Integrated Distribution Services (IDS), an Indianapolis-based, third party logistics provider (3PL), provided the innovative solution: a combination of intermodal and less-than-truckload (LTL) transportation modes that shrinks costs and reduces time to market.

The distribution leader analyzed Pharmavite's shipping patterns and delivered a tailored program that took advantage of intermodal train routes from the west coast for Midwest and east coast markets. LTL shipments from Los Angeles and Indianapolis facilities carry the merchandise for the "last mile."

Additionally, IDS manages distribution to make sure retailers' delivery windows are met while adhering to strict OTC GMP standards and lot control. All the data, from shipment status or lot history, is available real-time through IDS's on-line reporting programs and is convenient and fast enough to empower the client customer service staff.

The Results

The innovative programs implemented or supported by IDS and their drive to achieve 100 percent on-time delivery has had a direct impact on customer satisfaction and Pharmavite's profits. Outbound transportation spending has been cut by half. That's real money that can make any bottom line healthier.



EFFICIENT. ACCURATE. INTEGRATED.

"IDS has creatively helped Pharmavite deliver on its on-time promise to retailers while helping us save on transportation costs. Their distribution team works closely with our manufacturing facility to manage complex orders and client needs seamlessly."

— Mike Williams
Pharmavite Warehouse and
Distribution Director

IDS Services Used

- Intermodal
- Less-Than-Truckload (LTL)
- Inventory management systems
- Distribution Management
- Warehousing

For more about IDS fulfillment and other strategic logistic solutions, please call 317.837.7007 or visit www.IDSfulfillmentservices.com.