



Broder Bros. Meets Customers' Changing Needs With FedEx and Logistyx Technologies

That shirt on your back? If it's a company golf shirt, a souvenir T-shirt, or a T-shirt from one of the multitude of online shops that sell customized or limited-edition clothing, it probably passed through one of Broder Bros.' distribution or EXPRESS centers. Broder Bros. supplies imprintable apparel and accessories to screen printers, embroiderers, promotional products distributors and athletic dealers. And now they're supplying an increasing number of small e-commerce sites as well.

New solutions for a new customer base

The internet has changed the way a lot of businesses do business, including the customized clothing industry. "Traditionally, we've been a provider of imprintable sportswear to commercial ventures. Now we have customers who are e-commerce vendors that sell their products one at a time to consumers," said Pete Bertolino, corporate transportation manager for Broder Bros. This growing market was willing to trade speed for a lower-cost shipping solution, and Broder Bros. wanted to find a solution that would meet their needs.

Broder Bros. maintains 10 distribution centers across the country where they offer same-day shipping for all orders placed before the cutoff time, as well as the ability to pick up orders two hours after they've been placed. In addition, they have 10 EXPRESS locations that offer same-day pickup for orders placed before the cutoff time.

But not every customer lives near a distribution center or EXPRESS location for easy pickup. Therefore, Broder Bros. started looking for a way to offer more of their customers the option to pick up a shipment. At the time, they looked to their current shipping provider for a solution first. However, the fee required to hold a shipment at the provider's retail locations made it cost-prohibitive.



"Now, thanks to FedEx and Logistyx TME, we can offer our customers more options. They can receive shipments at home — and on Saturdays — via FedEx SmartPost and FedEx Home Delivery, and pick up orders at a FedEx Office location."

*Pete Bertolino,
Broder Bros. Corporate
Transportation Manager*

The Hold at FedEx Location option was the answer. At no additional cost, shipments can be held for customers at a participating FedEx Office location. Customers whose purchases would have been shipped to them are choosing to pick them up instead. It costs less and is often more convenient for customers who can't be home for a delivery. "We're passing the savings on to our customers. And they appreciate the convenience," said Bertolino.

Logistyx TME puts it all together

How did Broder Bros. implement this new shipping option? With the help of their longtime partner Logistyx Technologies, a value-added reseller of FedEx Compatible provider Pierbridge, which produces Logistyx TME. They were the first to recommend that Broder Bros. consider Hold at FedEx Location for FedEx Ground® shipments.

Fully integrated with Broder Bros.' order entry and warehouse systems, Logistyx TME gives Broder Bros. the flexibility to meet the customer's shipping preference quickly and easily. And the customized tracking function created by Logistyx Technologies enables Broder Bros. to track shipment status door-to-door. Based on this information, Broder Bros. sends the customer an email as soon as the order is ready for pickup at the FedEx Office location.

Broder Bros. also offers FedEx SmartPost® and FedEx Home Delivery® services for customers who prefer to receive shipments at home. Both services have the added benefit of standard Saturday delivery, something owners of home-based e-commerce businesses appreciate.



Your criteria. Your solution.

FedEx Compatible helps you choose a single third-party system with FedEx shipping functionality integrated into it. You eliminate the inefficiencies of maintaining separate systems for different carriers, minimize the cost and time required for employee training by focusing on a single system, and evaluate shipping options and rating information for FedEx and other featured carriers from a single touch-point. Go to fedex.com/us/compatible to learn more about the program and to request a consult from a FedEx Compatible provider.

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