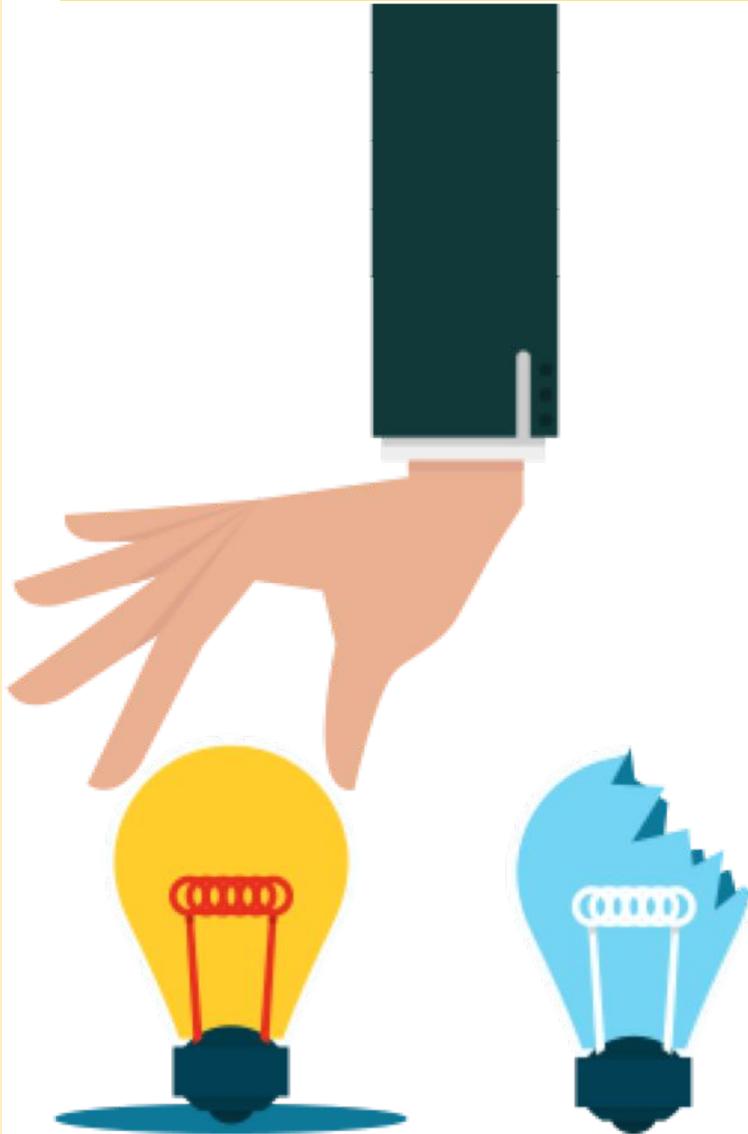




Pacific Coast Warehouse Company  
Moving Product to Market Better

# Selecting a 3PL

“this 3PL is JUST RIGHT”



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## INTRODUCTION

Selecting a third-party logistics provider (3PL) should bring expertise and logistics best practices into your supply chain. A 3PL should introduce efficiencies into the supply chain that can reduce costs and relieve resource constraints. However, choosing a 3PL that fits your organization can be challenging with a variety of factors and services.

Just like the story of Goldilocks, you want to find the 3PL that is “JUST RIGHT” and avoid dealing with any bears.

It’s important to have a full understanding of a 3PL and what they can bring to the table.

A 3PL (third-party logistics) is a provider of outsourced logistics services. Logistic services encompass anything that involves management of the way resources are moved to the areas where they are required. The term comes from the military.

This is, of course, a very simplistic definition with various definitions out in the market.

## INTRODUCTION

To muddy the waters, there are also different types of third party logistics services:

- 3PLS BASED ON TRANSPORTATION SERVICES
- **3PLS BASED ON WAREHOUSE | DISTRIBUTION SERVICES**
- 3PLS BASED ON FREIGHT FORWARDING SERVICES
- 3PLS BASED ON SHIPPER | MANAGEMENT SERVICES
- 3PLS BASED ON FINANCIAL SERVICES
- 3PLS BASED ON INFORMATION SERVICES

So selecting the partner that is “JUST RIGHT” may not be as easy as you thought. There are advantages and disadvantages to each but for our purposes, we are going to concentrate of how to select a partner of choice in the warehouse | distribution services.

# Warehouse & Distribution

# INDUSTRY TRENDS

According to the Capgemini 2018 Third-Party Logistics Study, the top 5 outsourced activities are domestic transportation, warehousing, international transportation, customs brokerage and freight forwarding yet shippers continue to outsource a diverse grouping of services. No matter what services are specifically needed, you must be sure that the 3PL that you select is the right fit in all areas not just service offerings.

## SHIPPERS CONTINUE TO OUTSOURCE A DIVERSITY OF LOGISTICS SERVICES



[2018 22<sup>ND</sup> ANNUAL THIRD PARTY LOGISTICS STUDY](#)



## INDUSTRY TRENDS

Many 3PL companies are partnering with other logistics experts to provide a full-service environment to their customer. This value-added approach can positively impact the customer supply chain with like-minded logistics experts and in most cases, a single point of contact. The modern day 3PL offers a range of services to support warehousing and transportation.

Pacific Coast Warehouse provides all the standard services like product storage, and inventory management. However, some more specific services are:

- Omni-channel Fulfillment
- Chemical Storage and Distribution
- FDA and Retail Compliance
- Crossdock and Transloading services from the Ports
- Postponement Opportunities through Kitting, Packaging and Light Assembly
- Technology Support with WMS capabilities and Full Transparency
- Best Option Transportation

## SELECTION CRITERIA

### SERVICE CAPABILITIES

Don't just think of what type of services you need today but what are the possibilities for tomorrow. When there is a broad range of services offered, there are opportunities to perform value-added services at the warehouse eliminating multiple vendors and transport costs to other facilities for rework. If compliance is high on your list due to product requirements, make sure your 3PL partner is compliant-ready and able to recall products if necessary.



### CULTURAL ALIGNMENT

A cultural fit between both organizations will build a solid foundation to the long-term relationship. Cultural alignment is the cornerstone to working efficiently and effectively throughout a myriad of situations.

## SELECTION CRITERIA

### COMPANY STABILITY

Selecting a 3PL and moving inventories into their facilities is a costly endeavor. Not an event you want to do frequently. So, make sure your partner is financially stable.

### RELIABILITY

You want a seamless process in your supply chain so ensuring that your 3PL can service and satisfy customers is on the “must have” list. Since the 3PL will be representing your organization as an extension of your business, determine if they are trustworthy and will aid in retaining customers and creating brand loyalty. Talking to customer references will give you an indication of customer retainment.





## SELECTION CRITERIA

### LOCATION

Your 3PL needs to have facilities in strategic locations that support your customer base. Also, how long have they been in the market? Each market has uniqueness to it and having a partner who understands the ins-and-outs of the markets they serve can be a great advantage.

### TECHNOLOGY CAPABILITIES

Technology is necessary in today's 3PL world. Select partners who continue to invest in their technology. These investments show a motion of efficient processes and reduced costs. Warehouse Management Systems (WMS); Transportation Management Systems (TMS) and Electronic Data Interchange (EDI) are all now basic approaches to 3PL organizations.

### SCALABILITY

Scalability can address several areas. Make sure your 3PL has the ability to grow with your business. You want your partner to be flexible and agile as that growth occurs in labor, technology, services, space and potentially locations.

## SELECTION CRITERIA

### PRICE

While the cost of services is important, put your focus on your value proposition. Remember you may get what you pay for! Select a 3PL that offers you the best balance of your “must have” characteristics. But also make sure this organization you select has a belief in continuous improvement. This shows you their commitment to managing their costs and providing cost-effective services.

### QUALITY

Quality can go hand-in-hand with price. Determine if your 3PL tracks their performance and is committed to providing quality service to their customers. Tracking performance with metrics and scorecards can, again, show you their approach to improving their service and not managing their business in a status quo basis.

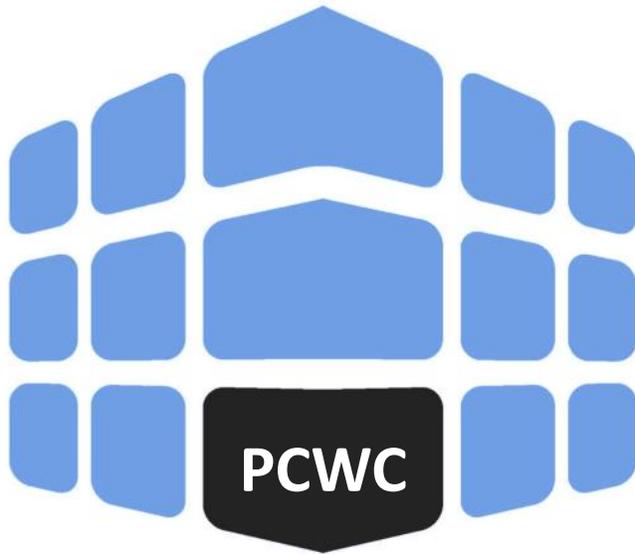


## ABOUT PCWC

PACIFIC COAST WAREHOUSE COMPANY dates back over seventy years and has clearly become one of the finest distribution organizations in the Western United States. We are operating nearly 60,000 pallets on ongoing storage capacity in Southern California. Our facilities are of the highest quality concrete tilt-up construction, with large truck courts and complete sprinkler and alarm protection. Our ASI award-winning sanitation programs, complete code date tracking and stock rotation are all integral and important parts of our service and compliance. Our Chemical facility is state-of-the-art with full regulatory and compliance processes implemented.

In handling the distribution needs of each of our customers, we approach each situation as a very real member of that company's distribution team. We are continually looking for ways to improve our operation in terms of both logistics and productivity, with the end result being higher value to our customers. Our many years of service to our respected clients certainly confirm our success in these efforts but does not stop us from continuing to improve our approach and methods.

If you are looking for ways to enhance your supply chain, you need to partner with a company who has your interests first. Let me tell you about Pacific Coast Warehouse Company!



STEWARDSHIP ▶

UNITY ▶

BETTERMENT ▶

AUTHENTICITY ▶

Contact us at [SALES@PCWC.COM](mailto:SALES@PCWC.COM) for more information.

## ABOUT PCWC

Our core beliefs are the cornerstone to our business. We use these principles to guide us in our conduct and approach to the business. We believe these beliefs allow us to excel and become a "partner of choice" by our customers.

# BIG COMPANY SOLUTIONS

small company values



**Pacific Coast Warehouse Company**