CLIENT SUCCESS STORY



RIM logistics, ltd.

All the logistics support you need for a *smooth and successful* brand launch or store rollout

Discover how partnering with RIM logistics has helped this global cosmetics company launch their brand into the U.S., rollout to 1,700 retail locations, and continue to expand into additional major retailers

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"RIM logistics was critical to our brand launch success in the U.S. and they remain a core part of our success as we expand. RIM has been able to keep up with whatever opportunities and growth has come our way, and there doesn't seem to be any challenge that is too great for them to handle. They really feel like an extension of our business."

- GENERAL MANAGER OF INTERNATIONAL MARKETS

HIGHLIGHTS

Challenges

Needed to find a logistics company who:

- Help them successfully enter the U.S. market and launch into many retail locations at once
- Adapt to the different logistics requirements of major U.S. retailers
- Provide strategic guidance around the nuances of U.S. supply chain and logistics
- Continually support their brand's growth and expansion

Solution

- Partnered with RIM logistics for full-service brand launch and retail rollout logistics, including international shipping, rail, truck, consolidation, warehousing, distribution, dynamic tech integrations, and PO management

Results

- Successfully launched 250 products into 1,700 Kroger stores under an uber-tight deadline
- RIM facilitated picking up 1,700 POS displays directly from the manufacturer, picked and packed the 44 SKUs that would go on each display, and delivered many of the displays direct-to-store to help the company meet its launch deadline
- RIM's automated picking machines and staff picked, packed, and delivered 2,000 cosmetic kits to be sold in Kroger stores nation-wide
- RIM continually facilitates the picking, packing, and sending of products to influencers around the country
- Demand has continually been met each time the company's products have gone viral
- Efficiently adapted to the supply model and delivery requirements for a successful launch into another major retail chain

Challenges

Finding a strategic and solutions-focused logistics company to help launch an Australian brand into the U.S.

When an Australian-based cosmetics company was first introduced to RIM logistics in 2023, **they were ready to take their wildly popular brand into the U.S. market.**

The company's General Manager of International Markets was no stranger to launching brands into the U.S. and had lots of experience getting products into many of America's major retailers.

That's why he knew how critical it was to find the right U.S. logistics partner to ensure and support the company's success.

Fortunately, the logistics company that the cosmetics company uses in Australia had an alliance with RIM logistics, and was referred to Justin Allen, RIM's VP of Strategic Sales.



Solution

A full-service logistics partner that supports your brand launch or retail rollout from start to finish

The General Manager of International Markets said that throughout his conversations with Justin as they explored a potential partnership, there were two things that really differentiated RIM from other logistics companies he was talking to — the first of which was RIM's strategic expertise.

"From very early on in our discussions, Justin played the role of advisor to me," he said. "I know enough about supply chain and logistics to get started, but I'm by no means an expert on the U.S. marketplace.

"Justin was able to guide me on the things I needed to be aware of, and at the same time be a sounding board as I weighed various options to see which of them made sense in the context of the U.S. That **strategic guidance** allowed my confidence to grow and I realized that I could rely on RIM for a wide range of counsel and perspective."

That range of perspective and strategic support extends to all of



RIM's services that work in tandem to deliver the smoothest and most efficient brand launch or retail rollout, including international shipping, rail, truck, consolidation, warehousing, distribution, dynamic tech integrations, and PO management.

The second thing the General Manager of International Markets noted that differentiated RIM was their **commitment to finding solutions.**

> **"It was clear right away that Justin was very solutions-focused, and I think that's a trait in RIM's cultural DNA," he said. "It's a very entrepreneurial way of operating, and we appreciate that because it's how we operate, too."**

"It was very important to us to have a logistics partner that could **jump straight to finding solutions and would approach each job with a sense of urgency.** With RIM it's a part of their DNA, and that's why we felt confident having them come onboard as our exclusive logistics partner."

Little did the General Manager of International Markets know that RIM's sense of urgency and solutions-focused mindset would become so necessary as the company prepared itself for its U.S. launch — especially after they landed an unbelievable opportunity with the grocery store chain, Kroger.



Instead of following a normal launch where three or four products are rolled out store-by-store, Kroger was launching 250 of the company's products into 1,700 of its stores at once, as well as allocating space for point-of-sale (POS) displays in each store that would highlight 44 products.

The only issue was they needed to **seriously collapse the standard timeline** for getting those products on Kroger's shelves in time for Valentine's Day.

"Here we land this unheard of opportunity in August, and we need to have our products on the shelf by February of the following year, so we were way past any kind of timeline in which you would normally place purchase orders with manufacturers," the General Manager of International Markets said. **"We had to go straight into solution mode, and RIM was right there with us figuring out how we could make this happen."**

At first, the plan for "making it happen" was to receive consolidated

product shipments from 42 different manufacturing sites in China and deliver them into Kroger's distribution network.

But after the cosmetics company called on RIM for help with the POS displays, RIM jumped into action to not only pick and pack the 44 SKUs that would go on the 1,700 displays, but to also send trucks to the POS manufacturer in Chippewa Falls, WIsconsin to pick up the displays themselves.

RIM then brought the displays back to their Chicago warehouse, combined them with the cartons of products that would go on them, and prepared a pallet that would be delivered into Kroger's distribution network — until they found out the delivery deadline for the distribution network had suddenly been moved up three weeks.

Again RIM jumped into action, and began delivering products and displays directly to many of the Kroger retail locations, coordinating with each individual store to make sure the shipments could be easily received.

When it was all said and done, the cosmetic company's launch went off without a hitch, and each of the 1,700 Kroger stores involved received their products and displays on time.

> **"Getting products in Kroger stores under our constrained timeline was an operations and logistics feat for the ages," the General Manager of International Markets said. "There have been a lot of things to figure out, but because of RIM's focus on solutions we were able to meet every challenge. We had a great outcome, and RIM's fingerprints were all over it."**



Results

From successful launch to rapid growth

With their initial launch into Kroger a success, RIM has continued to support the cosmetics company as they grow and expand, including:

- **Picking, packing, and delivering 2,000 cosmetic kits** to be sold in Kroger stores nation-wide, thanks to RIM logistics' automated picking machines that can pick thousands of SKUs quickly and efficiently to support everything from product campaigns and promotions to huge brand launches and store rollouts
- **Picking, packing, and shipping products direct to beauty influencers** around the country so they can try out products and share them with their audiences
- **Quickly meeting demand** whenever the company's products have gone viral
- **Efficiently adapting** to the supply model and delivery requirements for a successful launch into another major retail chain

"RIM has been able to keep up with whatever opportunities and growth has come our way," the General Manager of International Markets said. "Our business in the U.S. is set to continue expanding next year, and RIM has been part of the core team that made all of this success happen. **Because of the guidance we received from RIM and the strategic planning we did with them in the beginning, we have a strong foundation in place that we now grow and expand from.**

"It seems that no challenge is too great for them to work with us on, and as a result of that, we love to continue doing more and more business with them. They've been a critical partner that's been by our side the whole way."





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To see how RIM logistics can make your company's brand launch or retail rollout a success, visit rimlogistics.com.