

# Team San Diego

## CASE STUDY - ECOMMERCE

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**CUSTOMER:** Beverage Factory is a family owned business founded in 1997 and is based in San Diego, California. It offers the latest from unique to practical supplies to make, store, and dispense any beverage. It offers kegerators, beer dispensers, and wine refrigerators as well as coffee makers, conversion kits, draft beer equipment, homebrewing equipment, ice makers, and wine storage units. Its goal is to provide a source where home owners, business owners, and hobbyists can find beverage equipment and hardware to fulfill their beverage needs. Beverage Factory can help customers track their orders online by entering an e-mail address and zip code.

*“We have a strong relationship. When you pick up the phone, you get the person right away. That’s a big advantage. It’s a hard business, but it’s worth it.”*

*Ron McLeish, Branch Owner Team Worldwide San Diego*

Moss Grills was recently founded by Fred Moss, a 24-year veteran of the United States Marines. He started his business by making himself a grill and soon after he was making barrel grills for friends, family, and neighbors. He got the idea when

he thought back to his childhood when he attended family cooking events. With time on his hands, Moss thought he could make himself a charcoal grill. Moss hired some of his fellow veterans to assemble these grills. The next year, he was producing grills for Hollywood superstars and for customers around

the nation. He started his business from his own house but then eventually moved into a warehouse.

**NEED:** For the past 10 years, Team Worldwide San Diego has been handling e-commerce shipment orders for Beverage Factory. Team has been

the most dependable for orders such as wine coolers and equipment. “We have a strong relationship,” said Ron McLeish, Team Worldwide San Diego Branch Owner. “When you pick up the phone, you get the person right away. That’s a big advantage. It’s a hard business, but it’s worth it.”

**SOLUTION:** Team also provides white glove delivery service which requires specialized handling. More than 90 percent of deliveries to residents are white glove deliveries. They perform white glove deliveries for other companies including Moss Grills where they deliver 55-gallon drum grills. Celebrities such as Whoopi Goldberg relied on Moss Grills to provide some grills for celebrity parties and, for her appreciation, she had Moss appear on Made in America.



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## ECOMMERCE

### CASE STUDIES

HOUSTON

NEWARK

SAN DIEGO

#### **IN A RAPIDLY CHANGING INDUSTRY,**

Team Worldwide is able to quickly adapt and provide customized solutions for the e-commerce segment, including shipments of digital products include e-books, online courses, software, graphics, and virtual goods.

# Team Houston

## CASE STUDY – ECOMMERCE

**CUSTOMER:** Combine 9 Designs, makers of custom style industrial furniture, designs and manufactures vintage, rustic, and modern furniture for home and office. The company is based out of Houston and is the largest industrial furniture manufacturer in the country. What began as one person with a dream turned into a small team of talented craftsmen. It also sells outdoor furniture such as fire pits, gates, and smokers. The business makes beautiful pieces of furniture for customers all over the country as well as around the world. Combine 9 can also make commercial signs, making it a one-stop shop for retail fixtures, displays, and signage. Combine 9 products can

be found in several Fortune 500 companies such as Google, YouTube, NBC Universal, eBay, Bed Bath & Beyond, RE/MAX and Hard Rock Cafe. Their products have been showcased on television shows and several commercials. Combine 9 Designs has been mentioned in several national magazines as well as television

and film. Products have been featured in a nationwide Microsoft Xbox advertisement and a nationwide Verizon commercial. The company makes all of its items here in the U.S.A. and ships worldwide. The company's products are built to last a lifetime and are functional.

*“What gives Team the advantage is the way it tracks the product. We can give the attention of a small business with the technology of a large player to meet their needs.”*

**Bruce Nixon, Day Ops Manager  
Team Worldwide Houston**

**NEED:** Combine 9 Designs ships about 10 times per week. The company always requires a lift gate and two-man deliveries. “Ninety-five percent of their product goes to residences and almost all are curbside deliveries as the freight is heavy,” said Al Herron, Team Worldwide Houston Branch Owner.

Team Worldwide has worked with Combine 9 Designs for the past three years and has grown it from 92 shipments in 2016 and 2017 to more than 200 already this year (as of Aug. 2, 2019). Last year, it had 175 shipments. It has even grown to include international and inbound shipments.

**SOLUTION:** Team Worldwide Houston may have little e-commerce business, but is ready to handle a call from its customer regarding e-commerce needs. “We figured out that we could service the account with quick quote response and daily route pickups,” said Bruce Nixon, Day Ops Manager at Team Worldwide Houston. “The service level was a good fit for both logistically as we have a driver in their area most of the day.” The fact that Team Worldwide is a large company with the small business feel is another of the ways as well, according to Nixon. What gives Team an advantage is the way it tracks the product. “We can give the attention of a small business with the technology of a larger player to meet their needs,” Nixon said. “These type of things are what gives us the edge: The ability to have a tracking system that is accessible and close to real time, the delivery services and delivery locations we offer, the quick turnaround on quotes and emails, the route trucks for pickups, electronically doing BOLs, electronic payables, and the ability to meet our clients’ needs.” With these advantages Team Worldwide Houston is ready to handle any of its customers’ e-commerce needs.



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# Team Newark

## CASE STUDY – ECOMMERCE

**CUSTOMER:** Team Worldwide Newark has specialized in e-commerce logistics even before there was internet. For nearly 30 years, it has provided e-commerce logistics to numerous companies. One of its first customers was J&R Music Company, an online electronics and music retailer that was started in 1971 by founders Joe and Rachele Friedman who emigrated to New York from Israel. The heavily trafficked store had expanded from selling LPs to eventually encompassing J&R Music World and J&R Computer World, selling everything from Blu-Ray Disc players to the latest electronic gadgets. The company would close its doors in 2017.

“When the internet expanded, we looked for companies in the same industry and we came across a few of them and grew from there,” said Joe Maurer, Jr., Team Worldwide Newark Branch Owner.

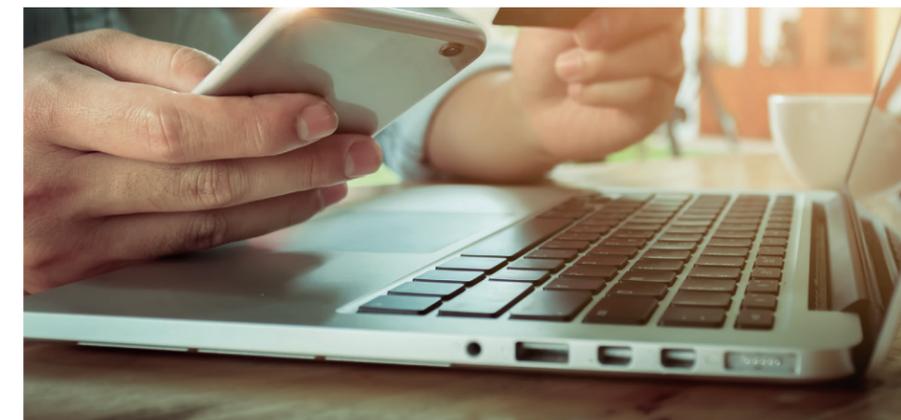
Another longtime customer, Brainstorm Logistics, LLC, has relied

on Team Worldwide for e-commerce needs for 16 years. It is headquartered in Pine Brook, NJ and has been in business since 2000 providing management services.

*“When the internet expanded, we looked for companies in that same industry...Anything that was too big for UPS to handle, we took care of it.”*

**Joe Maurer, Jr., Branch Owner  
Team Worldwide Newark**

Team Worldwide has also been in business with Beach Trading Company, a family owned business and award-winning company out of Edison, NJ, since 2011. It sells home entertainment supplies such as televisions and personal and automobile GPS navigators. Team Worldwide has also done business with Adorama Store in New York. The business offers photo, video, and electronics. It also offers audio gear,



musical instruments, and equipment. It has served customers for more than 35 years and has grown from its flagship New York City store to include the leading online destination for photography, imaging, and consumer electronics. Its vast product offerings encompass home entertainment, mobile computing, and professional video and audio.

**NEED:** These customers depend on Team to accurately ship their product to the right place and to ensure the customer knows when it's there. With J&R Music World, it was one of the premier mail order companies in electronics, and Team Worldwide was needed to ship their catalog mail orders out to the public. When the internet grew, so did the dependency on Team Worldwide. “When the internet expanded, we looked for companies in that same industry,” Maurer said. “We came across some and grew from there.” Team got involved with Brainstorm Logistics, LLC in 2003 and fulfilled orders shipping large items such as televisions and exercise equipment. “Anything that was too big for UPS to handle, we took care of it,” Maurer said.

**SOLUTION:** Unlike their competitors, Team Worldwide notifies their customer of a delivery along with a four-hour window giving the recipient enough notice. “The difference between us and our competitors such as UPS is that we don't just walk up to the door and leave the product there; we call and schedule a day when it can be delivered.”

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