



A Different Kind of 3PL

# Weber Ahead...

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## Warehouse Spotlight:

### THE HAIN CELESTIAL GROUP

*Weber sits down with Hain Celestial's VP of Distribution & Logistics, Cal Beer, to ask why he works with Weber and what advice he has for companies looking for a 3PL.*

#### Why did the Hain Celestial Group decide to work with Weber Distribution?

"Back in the Spring of 2000, the Hain Celestial Group was looking for a 3PL to manage our new 383,000 square foot Ontario Distribution Facility. The site was going to be used for warehousing, distributing and transporting Health Valley and Hain products with the addition of Arrowhead Mills and Celestial products in the future.

Hain had actually done business with Weber prior to its merger with the Celestial Group so when we started looking for a 3PL, given our past history, we decided to work together again and move our relationship into the future."

#### What do you feel are the real strengths and benefits that a 3PL has to offer?

"When you own and operate a facility and your corporate offices are 2500 miles away, you need to put the operation in the hands of someone you can trust. It's vital to find a 3PL that you believe will come as close to looking at the business as you would. Weber brings that kind of business sensitivity to the work place. I believe they understand the fact that I'm 2500 miles away and need for them to deal with the facility as though I'm a mile away.

What I like about Weber's 3PL services are in times of increased demand, they have met the challenge by calling on all their available resources to help me, especially when things get tight at the end of quarters. We've actually experienced the opposite of this with most other 3PLs who don't treat your business as though it's their own -- they look at it as just another contract. If I need a dozen people to work on a Saturday, I've found it difficult or impossible with other 3PLs, but Weber always comes through for me."

#### Has Hain Celestial or its customers experienced any major service improvements as a result of your relationship with Weber Distribution?



Our Ontario Distribution Center went live on August 28, 2000 and as with all start-ups, there were a few bumps. Luckily, we had a very short start-up period and were able to attack and fix the problems. Ever since then, we have been experiencing very favorable customer service responses, decreased waiting time for trucks, and a drop-off in the amount of overtime necessary to meet our requirements. Our customers have applauded these improvements.

#### What advice do you have for companies who are thinking about outsourcing to a 3PL?

It really comes down to three things:

- 1) Find a 3PL that you believe will treat your business as their own.
- 2) Do your research and look for a 3PL that has the expertise and understands your product or product lines. In other words, match their skills with your business.
- 3) Don't underplay the personal touch and personalities that come with the 3PL. You really have to like the people and be able to communicate with each other on problems that arise. If you don't, the relationship is bound to fail.

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## LA MIRADA TEAM COMMUNICATES SUCCESS

Team building, attention to detail, and precise performance characterize Weber's La Mirada customer service staff. This philosophy yields obvious benefits for customers, but the "team" also wins when measurement counts.

"By examining just how many documents have been produced, and by tracking their accuracy every three months, we get a good picture of who our top customer service performers are," said La Mirada's office manager, Debbie Bunting.

Debbie's department of six serves up to 53 customers who have come to expect a seamless and quick response to filling their orders, whether they're made by phone, fax, e-mail, or EDI. They also process inbound product, invoicing and shipment tracing.

"You will never hear one of our representatives say 'I don't know'," said Debbie. "It's always 'let me find someone who can answer that for you'. Our representatives treat their jobs like their own businesses, and I really think our customers feel like they're our only account."

When quarterly reviews indicate that a Weber staff member is giving exemplary service, they are rewarded with additional pay per hour. "Communication with our customers is key," said Debbie, "and that means having our representatives follow up on all of their requests."

Weber also, as a whole, offers its customers a wide variety of transportation and distribution services, which makes it easier to run their business, she said.

If this sounds like an "old fashioned" approach to connectivity, Weber has a "cutting edge" component to link itself with its customers as well. "Weber's new WMS software will allow us to be even more

'hands-on' than we are today," said Debbie. "We'll have instant access to much more information."

For example, if a customer needs proof of delivery, Debbie's team will be able to tell them at that exact moment, what time the product was delivered.

"One of our service representatives has been here for 18 years and has been involved with a traditionally paper-heavy industry," Debbie noted. "It's exciting for her to watch the transformation from paper to automation."



**Debbie Bunting**  
La Mirada's Office Manager

The Weber philosophy shared by Debbie and her team is that tools should be designed to customize services and simplify the process at both ends of the business transaction. "A wider application of e-mail has really helped us process orders," said Debbie, "and our customers save time by not having to pick up the phone or send a fax."

Information is power, and with Weber's introduction of a new WMS system, the La Mirada office is looking forward to deepening awareness about its customers' needs even further. For Debbie and her team, that means a "win-win" for both Weber and their customers.

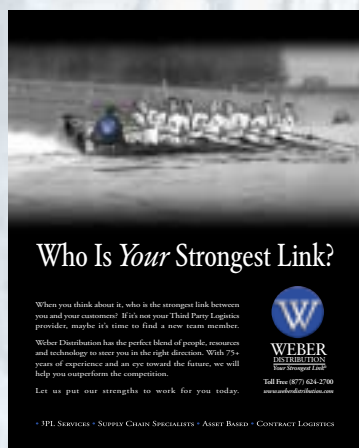
“Weber hires people who actually care about their jobs and who follow through to make sure things are done properly. They are a notch above other 3PLs and really work to go that extra mile for you.”  
**Linda Ihrig**  
SUPERVISOR OF NATIONAL DISTRIBUTION  
PIONEER ELECTRONICS

## HAVE YOU SEEN THE NEW WEBER LOOK?

Running in publications such as Supply Chain Management Review, Logistics Management & Distribution Report and Inbound Logistics, we are positioning ourselves as the Strongest Link between our customers and their customers, which we hope you would agree is true.

Our customers consistently tell us our strengths are our personalized service, on-time shipping performance, inventory accuracy, and ultimately, our value. We obviously want to promote these strengths, not only to our existing customers, who are vital to Weber's success, but to those companies seeking a well-established 3PL to partner with.

You can see the ad in Supply Chain Management Review, Logistics Management & Distribution Report and Inbound Logistics.



## SECURITY - WEBER'S TOP PRIORITY

*Weber takes an honest and open look at the subject of theft and how they work to prevent it.*

Theft is obviously not something any business wants to discuss, whether you're a manufacturer or a 3PL. But as Pete Zaharis, Weber's manager of safety & regulatory affairs points out, it's vital to have a solid prevention system in place for both customer relations and the company's profitability.

According to the National Cargo Security Council, US businesses lose an estimated \$12 billion per year as a result of theft. The good news is businesses, including Weber, are smarter and better equipped than ever to prevent it from happening in the first place.

"Security is something we take very seriously and we are very proud of our record," said Pete. "Our accounts trust us to take custody of their products and it's our number one priority to make sure everything is safe while under our care."

To do that, Weber has a long-standing and well-promoted program, known within the organization as 3-S, which stands for security, sanitation and safety. Prevention and security, both internally and externally, is handled from a number of angles at Weber ...

### Cycle Counts

Daily and weekly inventory counts are a major priority at every Weber facility and are conducted for each account to ensure inventory accuracy is maintained. "When we do our cycle counts, it's very easy to see if there's 'product leakage' taking place," said Pete.

And since the cycle counts are conducted daily and/or weekly, problems are identified instantly and can be resolved immediately. "In fact, I've seen Weber spend \$25,000 to look for a missing item that cost \$25 just to resolve the problem."

### Personnel

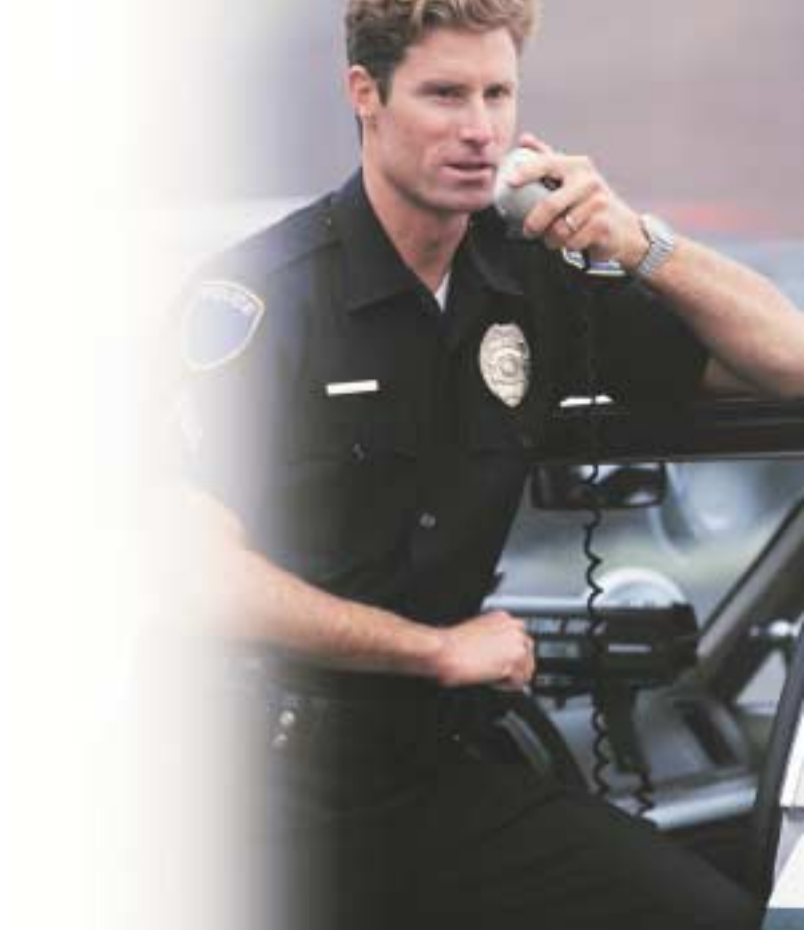
Before anyone is even hired as an employee, Weber conducts a full background check, including drug testing, criminal records, etc., which is their first line of defense against potential troublemakers.

"Our employees' integrity is really key, so we hold regular training classes and seminars to talk about how shrinkage impacts our business. We really try to instill in our employees that if they take even just one 'candy bar' and we end up losing the account, everyone will suffer because several staff members will have to be let go. Our staff is also well aware of our 'zero tolerance' policy whereby if anything is taken by an employee, whether it be one candy bar or a paper clip, they lose their job," said Pete.

As an added measure, a well-regarded security agency's toll-free number is posted throughout Weber's warehouses so staff can report, anonymously, everything from stealing to drug usage. "Our team works very closely so we really needed a way for them to notify us of any suspicious behavior without risking their coworkers trust."

### Lighting

A well-lit facility is a deterrent for anyone looking to steal product. Weber has a regimented inspection program to make sure lights,



both inside and outside of their facilities, are functioning properly. Trees and shrubs are trimmed so everything around the building stays well lit and there's no place for anyone to hide.

### Security Equipment

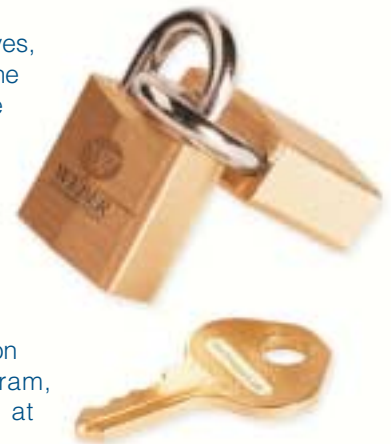
"The key to making sure all the security equipment we've invested in, ranging from entry alarms to motion detectors to infrared lights, is working effectively is proper placement. If you think about it, there is a lot of product moving around on any given day in our cross-docking area so we make sure our cameras are pointed in the right places. Every door, window, storage area, and roof hatch is equipped with alarms, which is obviously a key security measure," said Pete.

"Too many companies just buy the equipment and don't give any thought as to what they are looking for prior to installing it. This leaves room for theft problems to occur."

### Law Enforcement

"In every community Weber serves, we have excellent relations with the law enforcement. We make sure they tour our facilities regularly so they're familiar with the layout and know the types of products we're storing. They are certainly a big asset to our security program."

If you would like more information about Weber's security program, please contact Pete Zaharis at 562-356-6460.



## LATHROP - THE IDEAL LOCATION

For those of you who don't live in Northern California, you've probably never heard of Lathrop, which is ideally situated between San Francisco, Sacramento, Modesto and Stockton.

Built just a few years ago, our Lathrop facility offers a variety of value-added service to make the storage and distribution of product easy and hassle-free. The facility can store and distribute anything from food-grade products (ASI Superior Graded 948) to electronics to hair care products and everything in between.

Weber's knowledgeable and highly experienced staff can manage any request from same-day, express deliveries to instant product tracking. Other advantages of our Lathrop facility include...

- Over 128,270 square feet of space
- 32-foot high ceilings
- ESFR Sprinkler System
- UP Rail Access
- 20 truck doors and 5 rail doors
- Ground level access
- The latest WMS and TMS software

If you would like more information or would like to schedule a tour of this facility, please call us at 562-356-6363.



Weber is well regarded in the industries they service and we never have any issues with their performance. Their systems are up-to-date and meet our needs, as well as our customers'. Weber has a blend of warehousing and transportation experience that other 3PLs do not and their people have been in place for a long time, which is testimony to their professionalism.

**Bill Loudermilk**  
CHURCH & DWIGHT COMPANY, INC.



**Chris Reynolds**  
Vice President of Operations

## WEBER HIRES SEASONED VP OF OPERATIONS

Weber is pleased to announce that we have hired Chris Reynolds to take over the very important position of vice president, operations. He started for us back in January and is proving to be a real asset to the company and our customers.

Chris is responsible for managing the day-to-day operations of our 18 public and contract warehouses throughout the United States, which is no small task. He also oversees all start up operations and new business ventures for Weber.

He brings more than 18 years of management experience to Weber, the last 10 of which he spent working for Global Materials Services based in Memphis, Tennessee. As vice president, operations, Reynolds was responsible for operational productivity for five terminal and 13 public warehouses.

We hope all of our customers have a chance to meet up with Chris who always enjoys a good game of golf, along with a big bowl of pasta.

## WEBER LINKS TO NEW WMS



Today's major service improvements are being driven by new technologies, which is exactly why we've invested in a new, state-of-the-art WMS system, which we call LINKS (Logistics Integrated Network Knowledge System).

Over the next year, we will be giving you regular updates about this exciting new system, which will truly revolutionize the way we do business together in the future. In a nutshell, LINKS will transform all of our manual processes, such as returned goods processing and picking & packing to automated processes - saving all of us time and money.

Everyone in our organization, from top management to customer service to warehouse staff, have embraced this new way of doing business and we hope you will too.

LINKS is set to go live this Spring so we thought we would take the opportunity to tell you a little more about what this amazing new system has to offer you and your customers...

LINKS Feature	LINKS Benefit
<b>Internet Enabled</b>	Orders can be placed online and inquiries can be made on receipt, order and inventory status information. Standard and customized reports can also be generated online.
<b>Bar Code Technology</b>	Scans and generates various bar code symbologies, including UCC-128, Code 128, Code 3 of 9, Interleaved 2 of 5, UPC (A and E) and EAN/JAN (13 and 8). Supports retail compliance labeling using predefined or custom templates.
<b>Pick &amp; Pack</b>	Flexible 'pick & pack' options such as picking to container, serpentine pick or batch picking quantities and routing to sortation/packing stations.
<b>Returned Goods Processing</b>	Customized "return to vendor" status codes can be captured during the returned goods receiving process. Returned products can then be routed for inspection, quality control, rework, repackaging, reinventorying, salvage, destruction or "return to vendor" using predefined return disposition codes.
<b>Backorder and Item Substitution</b>	Processes 'short' orders and line items and provides automatic backorder generation for selected or all items. Tracks valid "substitute items" for all or select items to prevent order 'shorts.'
<b>Inventory Cost and Retail Price Tracking</b>	Tracks the cost and retail price of each individual item, allowing a customer to retrieve real-time inventory cost and/or retail price of a particular item, a subset of items, or the entire inventory.
<b>Kitting and Assembly</b>	Creates "new" items from multiple or individual items and handles the inventory management associated with kitting processes. Provides both 'make-to-stock' and 'make-to-order' kitting capabilities.
<b>QC and Product Inspection</b>	Routes selected merchandise to predefined locations during the receiving process for quality control and inspection where they are placed on hold until a status change makes them available for order allocation.
<b>Custom Label and Document Generation</b>	Customized labels (bar coded and non-bar coded) and packing/shipping documents can be printed during predefined business events to meet customer and consignee requirements -- providing customers with significant inventory carrying and warehousing cost reduction opportunities.
<b>Shipping Documents</b>	Bills of Lading, Master Bills of Lading and packing lists can be customized to meet individual customer or consignee required formats.

## YOUR SUGGESTIONS @ WORK

### *Weber provides overnight solution to troubled customer*

**Problem:** A frustrated and troubled customer tells a Weber customer service representative that their overnight courier service is not delivering shipments on time to their customers, which is causing major problems.

**Solution:** Weber's customer service representative explained to the customer that Weber actually provides a delivery service to the exact

same locations as the overnight courier service, which included cities in Arizona and Oregon. So the customer, who wasn't aware that Weber offered the same service, spoke with Weber's transportation division and began trying their overnight service. It's been more than a month since they switched to Weber and they are extremely excited about the deliveries being on time, as well as the cost savings they've been able to take advantage of.

## WEBER CDC DIVISION

### Union City Bay Area

4013 Whipple Road  
Union City, CA 94587  
Ph: (510) 476-0790  
Fax: (510) 476-0792

### Pomona Valley

9345 Santa Anita Avenue  
Rancho Cucamonga, CA 91730  
Ph: (909) 481-8178  
Fax: (909) 481-1612

### Franconia

6306 D Gravel Avenue  
Franconia, Virginia 22310  
Ph: (703) 922-3422  
Fax: (703) 922-3913

### Capitol Heights

401 Hampton Park Boulevard  
Capitol Heights, Maryland 20743  
Ph: (301) 499-1240  
Fax: (301) 499-1353

### Aberdeen

1003 Old Philadelphia Road  
Aberdeen, Maryland 21001  
Ph: (410) 272-8700  
Fax: (410) 272-8720

### Burlington

9B Campus Drive  
Burlington, New Jersey 08016  
Ph: (609) 239-8808  
Fax: (609) 239-3066

## WEBER PUBLIC DIVISION

### La Mirada

15500 Phoebe Avenue  
La Mirada, CA 90638  
Ph: (714) 739-0357  
Fax (CS): (714) 739-4172

### Norwalk I

15301 Shoemaker Avenue  
Norwalk, CA 90650  
Ph: (562) 404-9996  
Fax (CS): (562) 404-0718

### Norwalk II

15625 Shoemaker Avenue  
Norwalk, CA 90650  
Ph: (562) 404-4116  
Fax (CS): (562) 404-0718

### San Diego

1366 30th Street  
San Diego, CA 92154  
Ph: (619) 423-8770  
Fax: (619) 423-5139

### Lathrop

501 Nestle Way  
Lathrop, CA 95330  
Ph: (209) 858-1771  
Fax: (209) 858-1772

### Rancho Cucamonga

9345 Santa Anita Avenue  
Rancho Cucamonga, CA 91730  
Ph: (909) 481-1600  
Fax: (909) 481-1612

### Santa Fe Springs

13530 Rosecrans Avenue  
P.O. Box 2568  
Santa Fe Springs, CA 90670  
Ph: (562) 802-8802  
Fax (CS): (562) 802-9792

### Tracy

1050 East Grant Line Road  
Tracy, CA 95376  
Ph: (209) 836-2888  
Fax: (209) 836-3799

For More Information Contact Us:

**WEBER**  
DISTRIBUTION  
*Your Strongest Link®*

#### Corporate Offices

13530 Rosecrans Avenue  
Santa Fe Springs, CA 90670  
562-356-6363 phone  
562-921-5522 fax  
877-624-2700 toll free  
[www.weberdistribution.com](http://www.weberdistribution.com)

