



2024

CASE STUDY

carhartt
WORK IN PROGRESS

About Carhartt WIP

Carhartt WIP is a division of Work in Progress Holding AG, a family-owned company that started out in the early 1990s as a licensee and European distributor of the American workwear brand Carhartt. Since then, the company has specialized in developing its own collections based on classic workwear. Today, Work in Progress has over 1400 employees in areas such as production, administration, logistics and sales. With various international locations and an extensive supply chain, the company has established itself globally.

In a retail company, especially in the fashion industry, where collections are constantly changing and time pressure is high, transport logistics play a decisive role in the company's success. The availability of products and an efficient transportation strategy become a real challenge here. In addition to product quality, transportation costs are also an important factor for a company's success

Project Details

At the beginning of our cooperation, we focused on identifying optimization opportunities. Through detailed data analysis, historical transportation data was closely examined, additional costs were critically examined and weak points were identified.

Today, the Carhartt WIP and Prior teams work closely together in a central inbound control tower. Together, we strive for continuous improvement to make the transportation sector more efficient and resilient to crises in the long term.



Tendermanagement

Based on Carhartt WIP's quality requirements, we were able to sustainably improve transportation costs



Carrier-Management

Carrier management at operational level contributes to the continuous improvement of the division



Inbound Control Tower

The central control of transport logistics aims to create transparency and increase efficiency

Challenges

The constant fluctuations on the transportation markets constantly confront transport management with new challenges. Quick decisions are required in the transportation sector. Crisis resistance and transparency from the strategic to the operational level are key.

1

Volatile transportation markets

The rapid changes in the transport markets are putting transport logistics to the test

2

Intransparent Data

Data is the basis for every decision. A central task here was to create a transparent basis

3

Constant need for adaptation

The transport strategy must be flexibly adaptable to the constantly changing framework conditions

Solutions

Responding to short-term market changes requires a harmonious interplay between strategy and operational execution. This may involve adjusting rates to market levels or rescheduling transport routes at short notice. In volatile times, transparent and efficient transport management is essential.

Here are some approaches on how we respond to the challenges together with Carhartt WIP:

1

Efficient Tendermanagement

Rate levels change quickly and constantly, which is why they have to be constantly realigned with the market

2

Central Inbound-Control-Tower

Central transport control enables transparency in the supply chain and allows quick adjustments to market changes

Results

Thanks to the combination of realignment of the transport strategy, effective tender management and the operational transport control tower, we have not only been able to reduce freight costs to a competitive level, but also to continuously improve the inbound area. In addition, all players in the supply chain are constantly informed about the status of orders, shipments and delivery dates via a central supply chain platform.



Reduction
of
Transport Costs



Improvements
in
Transparency

Customer Feedback

My experience of working with them was consistently positive, characterized by excellent communication and constant availability. Particularly noteworthy was the pragmatic approach, which clearly stood out from other providers and enabled rapid implementation. I decided to work with them to efficiently optimize internal logistics weaknesses, and I greatly appreciated their trustworthy and well-founded approach. The professional approach and the deep understanding of all specialist areas, especially in the implementation of a transportation department, contributed significantly to the positive development of my company. I am happy to recommend Prioroor to others.

Tobias Sommerhalter

Head of Logistics, Carhartt WIP



If you are also interested in optimizing your logistics, reducing costs and benefiting from effective transport management as a service, we look forward to hearing from you or giving us a call.

PRIOR

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