



# BEYOND FOUR WALLS

NEWS FOR FRIENDS OF  
STRATEGIC WAREHOUSING

## WHY SHOULD YOU READ THIS?

TO HELP YOUR  
BUSINESS GROW.

We want to help you build your business. One way to do that is to make sure you're aware of our full capabilities and how we can customize a service plan that will improve your bottom line. This newsletter is designed to help us do that by keeping you informed about Strategic Warehousing's flexible service and ongoing upgrades. We'll also tell you about problems we've solved for some of our customers — maybe we can do the same for you. If you read about something here that you'd like to learn more about, call Danelle Lindman at 612-940-8846.



**STRATEGIC**  
WAREHOUSING

1190 Eagan Industrial Rd.  
Eagan, MN 55121  
P 651.405.1920  
F 651.405.1923  
strategicwarehousing.com



## Strategic Warehousing Helps Streamline Your Operations

### Do You Need To:

- **Keep close track of your inventory?**
- **Access inventory stats at a moment's notice — 24/7?**
- **Export the latest data by fields into Excel, PDF or XML spreadsheets?**

### Then you need to ask about LogiWeb.

LogiWeb (formerly called Logiview) is state-of-the-art technology that provides Strategic Warehousing clients total access to their inventory data whenever they need it. With new LogiWeb upgrades, customers can easily download data and import it into the software of their choice.

### Customer Experience – “We Use LogiWeb Every Day”

Mary Jo Pauly, Plantra Customer Service Manager, says LogiWeb is a central tool for running their business. “First, we use it to input customer orders,” Pauly explained. “Then our inventory specialist uses it to see what we have, what we're running low on and what needs to be ordered.”

Strategic Warehousing also handles fulfillment for Plantra and they've found LogiWeb to be a great tool to manage that process as well. “We can use it to see if an

*Continued*

## CLIENT TESTIMONIAL

### DAVE MATTHEES, WAREHOUSE MANAGER FOR WOODSTREAM

#### The Problem

After Woodstream bought the manufacturing company where Dave Matthees worked in Ellendale, Minnesota, they needed to make some changes.

*Matthees: Up until then, there wasn't a need for much storage. After Woodstream purchased us, we needed to go with warehousing. We just didn't have the room. We would have needed a building twice our size to accommodate the inventory.*

#### The Solution – Outsource to Strategic Warehousing.

*Matthees: There were places closer to us, but I liked the idea of having our products delivered to Strategic from our vendors and having access to our inventory online (with LogiWeb).*

*I would recommend Strategic to anybody. You can call them in the morning and have products delivered the same day. They make it really convenient for you.*

**Woodstream is a global manufacturer of quality branded products including birdfeeders, electric fencing and rodent control products.**



**STRATEGIC**  
WAREHOUSING

### Streamline Operations, continued

order was filled correctly,” said Pauly. “I might get a call from a customer who says, ‘I was sent an order and didn’t get everything.’ With LogiWeb, I can go back, look at that order, and if everything was pulled properly, I might end up saying ‘Look in the bottom of the box and see if it’s there.’ And that’s when they usually find it.”

#### Streamline and Grow

LogiWeb, along with other Strategic services, made it possible for Plantra to streamline their operation. “We did our own warehousing here at Mendota Heights but it got too unwieldy,” explained Pauly, “It took us two weeks to ship orders. Now everything ships the next day.”

As a result, their business is growing. “Where we were probably at less than three dozen sku’s, we now have over 100,” said Pauly. “Adding new product line is the only way we can grow. Having a warehouse that can perform has made that possible.”

To find out more about LogiWeb, call Danelle Lindman at 612-940-8846.

### ABOUT PLANTRA

Mendota Heights-based Plantra Inc. manufactures and sells products that facilitate the successful growth of trees, shrubs and vines. This 12 year-old company develops tools such as grow tubes, tree bark protectors and bird netting to assure planting success.

The team at Plantra is dedicated, passionate and innovative in their approach to help growers be successful. For more info visit their website [info@plantra.com](http://info@plantra.com) or call 1-800-951-3806.

## By Going Green — We Can Save You Green

By changing our warehouse lighting to T8 florescent, we’ve reduced our energy costs by at least 50%. We’ve also installed motion-activated sensors so lights only come on when someone’s working in a given area. Those places with a lot of activity have the light they need and where there’s less traffic, the lights are out.

#### What Does That Mean for You?

- Big savings. Our customers who lease space are seeing immediate returns.
- By keeping our energy costs down, we can invest more dollars in technology that will help you stay competitive.
- You can be confident you’re working with an environmentally responsible partner.

