

Vitamix® | Shamrock

THE PERFECT BLEND OF PRINT, INVENTORY CONTROL & JIT FULFILLMENT



THE INDUSTRY LEADER IN HIGH-END BLENDERS, VITAMIX® is the ultimate tool for premium performance in the kitchen. Its product literature packet has the same out-of-the-box wow factor as the sophisticated blenders themselves. Vitamix requires a fulfillment partner that understands this quality standard—and that can manage the high-volume production, assembly and JIT distribution of these customized literature packets, enclosed along with the blenders in each product box.

Shamrock delivers the right blend of print and production capabilities, dependable fulfillment and a technology tool that dramatically improves Vitamix's project management efficiency and reduces costs.

THE SOLUTION

Shamrock manages a portion of the print and the procurement and assembly (shrink wrap) of multiple versions of the Vitamix literature packets (based on different models), including a user's manual, quick-start guide and cookbook. These packets are produced in multiple languages based on market. Shamrock provides warehousing and JIT direct-ship to Vitamix locations.

Where Vitamix had been manually tracking and managing their inventory using spreadsheets, they now use our online dashboard tool. This provides real-time access to inventory data for product literature, promotional items and brand collateral—all from one portal. **That robust reporting—complete with inventory levels and year-over-year comparisons—allows Vitamix to make smarter purchasing decisions, save money on print and distribution costs, reduce person-hours and accelerate throughput.**

WHY IT WORKS

Shamrock manages the printing, assembly/kitting, warehousing and fulfillment of the literature packets, with the quality and accuracy that Vitamix requires and JIT delivery to their production facilities. Shamrock also sources and provides promotional items and apparel that reflect the premium brand. By implementing the online inventory tool for all brand assets, Vitamix realizes an all-new level of efficiency and control to improve their bottom line.

