

For more than 80 years, Escalade Sports has been committed to providing quality sporting goods and leisure activities products for homes. Whether it's table tennis or game tables for the home rec room, in-ground basketball systems for the driveway or premium wood play sets for the back yard, Escalade Sports has the best quality brands and products that provide joy and leisure for the entire family.

## Providing an end to end supply chain solution for Escalade Sports

### Benefits of the SEKO Solution

- Reduced total landed costs with consolidation and supplier management services
- Supplier management services and training at origin vendor locations in China
- Consolidation set up in Shanghai and Hong Kong
- MySEKO technology deployed for simplicity and visibility
- Third party distribution services at strategic service centers
- Dramatically reduced claims for direct to consumer shipments by 60%
- Standard and express national home delivery services

“SEKO were a huge help in dramatically reducing our claims for home delivery in the US and improving on our ‘order to delivery’ times. They reduced our claims by 60% and improved our delivery times, and as a result we happily asked them to assist us with our inbound logistics from Asia. They’ve been a tremendous help bringing visibility and enhanced distribution services to our supply chain.”

Ken Vinson – Purchasing Manager

[sekologistics.com](http://sekologistics.com)



# The Escalade Sports story

## THE CHALLENGE

Escalade Sports needed to reduce 'order to delivery' times and to dramatically reduce claims for North America home deliveries, as well as streamlining its inbound logistics from Asia.

## THE SOLUTION

Escalade Sports selected SEKO Logistics for direct to consumer home deliveries within North America. SEKO then deployed an inbound logistics program in Asia to help with supply chain management, and also assists with inbound third party logistics services at strategic service centers, to fulfill holiday rush orders to retail partners.

## THE RESULT

Escalade Sports saw dramatic reduction in claims for all direct to consumer deliveries within North America, reducing buyer's remorse and increasing customer service and sales. SEKO's inbound consolidation program also realizes reduced transportation costs with less frequent inbound shipments and enables better delivery performance from vendors in China. Meanwhile, utilization of SEKO's key US distribution locations has helped provide just in time delivery services and reduced delivery costs to key Escalade Sports clients.

"SEKO reduced our claims for Home Delivery in the US by 90%."

To find out how SEKO can help you transform your business, please email [hello@sekologistics.com](mailto:hello@sekologistics.com)



[sekologistics.com](http://sekologistics.com)

AMERICAS: SEKO Logistics, 1100 Arlington Heights Road, Suite 600, Itasca, IL 60143, USA  
Email: [hello@sekologistics.com](mailto:hello@sekologistics.com) Tel: +1 630 919 4800 US Toll Free 1 800 228 2711

EMEA: SEKO Logistics, Birch House, Fairfield Avenue, Staines-upon-Thames, TW18 4AB, United Kingdom  
Email: [hello@sekologistics.com](mailto:hello@sekologistics.com) Tel: +44 (0)1784 417120

ASPAC: SEKO Logistics, Unit 3007 Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
Email: [hello@sekologistics.com](mailto:hello@sekologistics.com) Tel: +852 3195 3195

ANZ: SEKO Logistics, 11 Bumborah Point Road, Port Botany, NSW 2036, Australia  
Email: [hello@sekologistics.com](mailto:hello@sekologistics.com) Tel: +61 2 9669 4222