

Case Study - Toys

Spin Master

The Company You
Turn to When You
Want it Done Right



REGAL LOGISTICS®

Charleston, South Carolina
Fife, Washington

“Regal’s inventory accuracy and warehousing services are excellent.”

Scott Cleaver

Director of Forecasting and Operations

Industry

Third largest toy company in North America

Geographic Area

Imports from Asia and distributes throughout North America

Challenge

Ensure flawless execution with focus on physical inventory management and shipping to customers.

Solution

Partner with Regal Logistics to achieve supply chain goals.

Supporting Spin Master’s Operations and Growth

Spin Master, Ltd., a Canadian company, is the third largest toy company in North America. Many of its toys have been awarded best in their class by the Toy Industry Association, year after year. Bakugan Battle Brawlers is one of the most popular toys around and a huge success for Spin Master, earning three prestigious industry awards in 2009: Toy of the Year, Boy Toy of the Year and Property of the Year. With Volume 2 released and a movie in the works, Bakugan has been on the top 20 Amazon.com best seller list since Christmas. In addition, another popular Spin Master toy, Air Hogs Zero Gravity Micro, was named the Most Innovative Toy of the Year and Good Housekeeping Best Toy of the Year in 2008.

Spin Master selected Regal Logistics as its primary U.S. warehouse in 2008. Importing directly from Asia, the global toy and kids’ consumer products business uses all Regal services including warehousing, transportation and distribution.

“Regal’s inventory accuracy and warehousing services are excellent,” says Scott Cleaver, Vice President of Supply Chain and Operations for Spin Master. “Before, receiving, handling and filling customers’ orders took days but with Regal’s methods it now takes hours and is more accurate. This provided great support for Spin Master’s successful 2008 shipping season and will continue to benefit us.”

Spin Master wanted a third party logistics provider (3PL) located near Pacific Northwest ports to benefit from the advantages of moving freight more efficiently and cost-effectively. *“Regal’s ability to offer this access to important Asian markets for customers importing from the Far East was very important,”* says Cleaver. Proximity to the Ports of Tacoma and Seattle helps Regal Logistics achieve quicker product turns, lower freight rates and accelerated transit time for Spin Master.

Spin Master staff values the on-time distribution performance Regal provides. This helped the growing toy company significantly improve responsiveness to its customers, and overall inventory performance and speed when filling urgent customer orders. *Spin Master staff adds they’ve noticed an improvement in customer satisfaction, and a decrease in the number of issues and non-compliance related charges.*

Spin Master also relies on Regal’s value added services, including reverse logistics. *“Many qualities attracted us to Regal Logistics and aided in our decision to choose them over others, one of which is that Regal has a flexible staffing solution to provide a steady supply of qualified laborers to handle everything from our busiest holiday season to special value added projects,”* says Spin Master’s Logistics Manager, Keith Blanchard.

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Visit regallogistics.com
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and to complete a
Request for Proposal.

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*If there's a more efficient,
cost-effective way to move
product through the supply chain,
Regal Logistics will find it, improve
on it and offer it to our customers.*

continued

A multi-category children's entertainment company since 1994, Spin Master has been designing, developing, manufacturing and marketing consumer products for children around the world, and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as Bakugan Battle Brawlers™, Air Hogs®, Aquadoodle™, Tech Deck™ and Moon Sand™. Spin Master employs more than 600 people with offices in Toronto, Los Angeles, Paris, London, Mexico, Hong Kong and China.

Spin Master currently occupies a sizeable footprint in Regal Logistics' more than one million square feet of high-velocity distribution warehouse space, where its product is received and stored before being shipped to major retailers nationwide including Walmart, Target and Toys R Us.

Spin Master staff reports they're delighted with Regal's ability to meet retailers' expectations. Regal's expertise in vendor compliance helps its customers meet or exceed major retailers' shipping standards for on-time performance, electronic data transmissions and more. *Spin Master staff adds that Regal is able to adapt and implement customer-specific programs.*

Finally, Spin Master staff says they use and appreciate Regal Logistics' online customer account access dashboard, myregal, for shipment tracking and managing the supply chain. The company also benefits from other critical information technologies that are an integral part of Regal's import/export Distribution Center, which is fully equipped with a tier one Warehouse Management System, full EDI capability, RFID, electronic bills of lading and enhanced data redundancy and security.

Regal Logistics understands its customers' business needs, such as the intense seasonality and compressed time frame of the toy industry, and applies that expertise and more than 40 years of experience to the 3PL services it provides. When asked to rate Regal's overall service to Spin Master, Cleaver responds *"Excellent, we look forward to a successful partnership with this industry-leading 3PL."*