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Winnow Companies

## **Top Eight Supply Chain Solution Trends for 2007**

### **According to Winnow Companies CEO Frank Blateri**

*Winnow Companies is the first complete supply chain solutions company*

**Dallas, Texas-**(March 29, 2007)- Right now product suppliers to some of the world's top consumer product makers are losing hundreds of thousands of dollars of profit due to charge-backs or markdowns enlisted by large retailers upon their vendors. One Texas based supply chain management company has emerged as a powerful player when it comes to "Customer Compliance" and helping their clients recover hundreds of thousands of dollars from these very retailers.

It is this same supply chain solutions company that not only helps their clients recover revenue from "customer compliance," but also has started a new trend within the industry by helping their clients increase sales by negotiating to increase their orders and by introducing their clients to additional product distributors. Thus, Winnow Companies, Inc is definitely a player to watch and a definite trendsetter within the Supply Chain Management industry.

Winnow Companies is the first ever complete supply chain solutions management company. They have 1,500 associates worldwide and operation centers on four continents. The company led by inventor and CEO Frank Blateri, a former football coach, has more than 25 years experience increasing sales and decreasing costs, forecasting retail trends, developing new product lines, and winning his client "Supplier of the Year" awards from the largest U.S. retailers many times over.

One of its biggest successes to date has been transforming a \$6 million a year Chinese factory in 1991 into a \$100 million business today. Over the past two years, Winnow has also grown US market share and revenues for an Indian company from 0 to \$4 million. He has also tripled the business of his US clients as well.

Below is a list of Winnow Companies' CEO, Frank Blateri's Top Trends within the Supply Chain Industry.

### **2007 Top Eight Supply Chain Industry Solutions**

## 1. Sales and Marketing Ability:

- A new trend with one of the best supply chain solution companies, is the offering of “Product Sales Ability” as one of their services. Whether you are an existing product supplier or a company who wishes to expand the reach of your products to major global retailers, the top supply chain management companies now have the ability to bring additional sales or retailer orders to the product supplier.
- “The Customer Is Yours, said Blateri. Some companies will play the role of a middle tiered entity. However, what is best for *you* is to use the companies that allow *you* to be the supplier of record. The customer and the future are yours, the supply chain companies should act to facilitate your business.”

### 2007 Top Eight Supply Chain Industry Solutions

1. Sales and Marketing Ability
2. Use One Company, not many
3. Use a Supply Chain Company with Customer Compliance Experts
4. Expand the Use of Forecasting
5. Location, Location, Location
6. Leverage Technology
7. Contiguous Collaboration
8. Lead Time Management

## 2. Use One Company, not many:

- By using one experienced company that can handle all of your supply chain solutions management needs verses having several companies handle portions, product suppliers can drastically reduce costs while increasing efficiency and service.

## 3. Use a Supply Chain Company with Customer Compliance Experts:

- Use a company that has a proven track record in increasing revenue collection, by dramatically reducing client returns and retailer deductions by a collaborative proactive approach utilizing years of experience with such companies.

## 4. Expand the Use of Forecasting:

- Work in conjunction with the product suppliers and retailers to develop new demand, trends and products for the market.
- Blateri suggests, “Developing new international markets that have converse seasons or buying cycles to level the peaks and valleys of business flow for the product suppliers.”
  - Blateri says, “On a global scale, it starts with managing inventory for onset of business and continues daily. Forecasting flow from history, trends, market conditions, competition

comparison and basic intuitions. The key is we set cumulative benchmarks where we want a business snapshot to be at dates along the way.

**5. Location, Location, Location:**

- Use a company whose warehousing and distribution centers are strategically located to increase efficiency while also decreasing costs. By increasing efficiency and fulfillment this will increase revenue to the product supplier.
- North Texas is poised to become the world leader in distribution logistics. Winnow has the advantage of being headquartered in the technology corridor where the leaders in radio frequency identification (RFID) and its distribution infrastructures are located.

**6. Leverage Technology:**

- Use a supply chain company that stays on the cutting edge of technological advancements. Due the cost of compliance standards now required by U.S. retailers such as RFID tagging, Winnow can leverage their existing infrastructure that already complies with such standards for data on logistics and compliance on behalf of their clients, enabling product suppliers to reduce costs by leveraging such technology share, while increasing efficiency and revenue.

**7. Contiguous Collaboration:**

- Blateri adds, "With inter-linked "responsibility units," some companies can provide the cohesive force needed to reduce costs as well as execute the tasks imperative to support ongoing supply efforts."

**8. Lead Time Management :**

- Work with a supply chain company that can improve your company's lead times to some of the best among your competitors. This will increase your company's attractiveness to a retailer and increase your ability to adjust to a retailer's immediate needs. This along with the expanded use of forecasting and the just-in-time model should dramatically increase revenue and decrease costs.

For more information on Winnow, please visit [www.winnowinc.com](http://www.winnowinc.com) or call 917-447-6989.

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