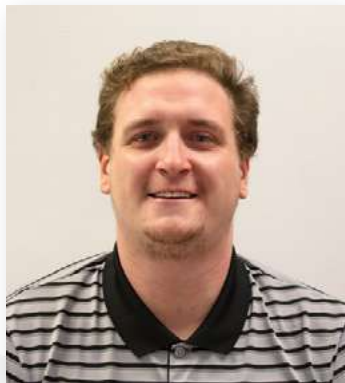




Full-service logistics solutions that help you *grow your business*

Discover how partnering with RIM Logistics has helped adm Group achieve **significant** U.S. business growth, **create** smoother and more streamlined experiences for their clients (even during COVID!), and **increase** their sustainability



“The logistics company we partner with is such a critical component in our ability to successfully sell ourselves to new clients. What we have with RIM is truly a partnership. They’re one of our gold suppliers, not just in the U.S. but across the globe.”

ALEX TAYLOR

Group Director, Supply Chain
adm Group



adm Group is a global marketing execution partner who began partnering with RIM in 2017, shortly after entering into the U.S. market.

HIGHLIGHTS

Challenges

Needed to find a logistics company who:

- Could be as quick and nimble as their industry and deadlines demanded
- Was data driven and technology focused, and could easily integrate their systems
- Could innovate new ways to make their supply chain more efficient, dynamic, and sustainable for their clients

Solution

- Partnered with RIM Logistics for full-service support including international and domestic shipping, multi-hub warehousing, and dynamic tech integrations + solutions

Results

- Industry-leading technology solutions have created increased visibility to every aspect of the supply chain
- Enhanced timeline management have created a smoother and faster logistics solution
- Warehouse locations in key hubs have dramatically cut CO2 emissions
- adm Americas has achieved significant growth since partnering with RIM
- Successfully made it through three years of COVID, with only *one day* of inoperation

Challenges

Finding a solutions-focused logistic company that was agile, tech-focused, and able to keep up with aggressive timelines

When adm Group was first introduced to RIM Logistics back in 2017, they were in desperate need of a new logistics partner.

As a marketing execution company that had helped hundreds of brands in Europe create meaningful brand experiences since 1992, **adm Group had recently expanded into the U.S market.**

Unfamiliar with the sprawling size of the U.S as compared to the much-more-compact landscape of Europe, adm Group had initially partnered with a logistics company in Michigan to house and ship the massive amounts of promotional items they distributed to their quickly growing roster of clients.

One of these clients was a huge and well-known conglomerate of premium drink brands who had a presence in pretty much every corner of the U.S. — and the enormity and rapidly-evolving nature of their needs quickly illuminated some limitations with their logistics partner.

One was having their inventory based in Michigan instead of a major hub, and second was the large and traditional structure that kept them from being as innovative or agile as adm — or their client — really needed them to be.

adm realized that success with this huge client, as well as success in the U.S. market, would require finding a more agile and nimble logistics company to partner with.



“The first thing was the technology piece. We’re a data-driven company, and our clients are very into front-end technologies.

The ability to synchronize our systems to RIM’s system was very appealing, and one that we didn’t have previously.

“There was also the family-owned aspect of RIM. Their size and structure allows us to maneuver more quickly without too many layers of approval, which is huge for us.”

Excited and encouraged by the possibilities they recognized in a partnership with RIM, adm signed on to have them take over their international and domestic freight operations as well as house their inventory in their Chicago warehouse.

Alex said of all of the logistics solutions RIM provides, their warehouse support and capabilities are one of their biggest strengths.

“The most critical piece for me is the warehouse piece and it’s what RIM is tremendous at. As a marketing company, our industry and our clients demand

Solution

Full-service logistics support that’s a unique mix of tailored solutions, customer service focus, and next-generation technology

After hearing about RIM Logistics, adm’s executive leadership reached out to learn more about their capabilities and discovered they provide logistics, freight forwarding, international and domestic warehousing and distribution, supply chain management, cargo insurance, and custom brokerage services.

Alex Taylor, adm Americas’ Group Director of Supply Chain, said that along with the obvious benefit of having warehouse locations in major hubs like Chicago, Los Angeles, and Dallas, there were a few additional things about RIM that were immediately appealing.

that we're fast and nimble, and from the time we started with RIM they've been able to facilitate that for us."

Any logistics partnership — especially one that involves a company in a highly dynamic and deadline-driven industry like marketing and sales — takes time to develop, refine, and evolve.

In the early stages of RIM and adm's partnership, there was a significant amount of communication, learning, refinement, and innovation necessary to develop the logistics solutions that would best meet the needs of adm and their clients — a process that Alex said RIM was very committed to.

"There are not many businesses like us and there are not many partners like RIM that can support what we do. Our orders are completely unique based on the market. For some of our biggest clients, orders can vary from the size of a parcel envelope to full truckloads of deliverables and a multitude of scenarios in between. And with the range of item types **it is extremely difficult to fully understand what an outbound order can look like until pick and pack begins.**"

"In addition, what we estimate year to year from a line and order count might be accurate but the items themselves



might be totally different. When you have everything from a box of napkins to 6 foot tall statues, that can dramatically alter the size of a shipment and the time and labor it takes to pick and pack it.

"I give RIM a lot of credit for identifying the problems that were coming up, finding solutions for them, and then making the necessary improvements, whether it was with information sharing, timeline management, or anything else."

"RIM's executive leaders were also on calls with us when they needed to be instead of delegating them down. Other organizations may have said, 'I think we're doing things the best we can and you have to live with that.' RIM did not go that route at all. **They were — and continue to be — very solutions focused.**"

Results

A constantly evolving partnership that's led to significant business growth and enhanced client experiences

RIM's solutions-focused approach — along with their commitment to provide the most tailored logistics solutions possible — has been the driving force to develop innovative features and enhanced processes that clients like adm now benefit from and greatly value.

One such feature has been the **development of many cutting-edge technology solutions** including global logistics software that aids long-term supply chain planning; systems for real-time warehouse, purchase order,

and carrier management; and EDI automation that allows information to flow seamlessly through the supply chain.

“What RIM looked like when we started to where they are now is night and day,” Alex said. “Their logistics software is one big win. It's super dynamic and gives us real-time visibility for where our shipments are. We've even talked about developing the software to our front end so that our clients can have that same visibility, too.”

RIM has also continually enhanced their timeline management, which is especially helpful for a company like adm.

“Marketing can be a total rollercoaster, especially for our clients who do seasonal activations,” Alex said. “We used to have these massive programs with thousands of deliveries four times a year, and that was often overwhelming for the distributor locations who were receiving the huge amounts of marketing materials.

“Thanks to distributor feedback and initiatives taken by our central



clients over time, we have been able to provide a more even spread of deliveries, which RIM has supported.”

“They’ve also pushed us to get better about how we’re communicating information about our order volumes and the actual size of those orders, as well as how far in advance we’re communicating that information. This helps us both enhance our process to better serve adm’s clients.”

In addition, **RIM’s growing list of warehouse locations in key U.S. and international hubs has been very valuable to adm**, both in what they can offer to current clients as well as the competitive edge it gives them when pitching new ones.

“It’s great being able to have a partner with a large U.S. footprint,” Alex said. “It’s also very helpful for our current clients. We just signed a new contract with RIM to guarantee space in the Dallas warehouse, and one of our biggest clients who’s headquartered there loves that their stuff is going to be right down the road as opposed to Chicago.”

“RIM’s multiple locations also help from a sustainability standpoint, too, because we’re able to dramatically cut our emissions. Sustainability is very important to adm and to our clients, and we appreciate that **RIM helps us track our CO2 emissions domestically and internationally and looks for ways to decrease our impact on the environment.**”

All of these innovations have helped adm expand their U.S business dramatically since partnering with RIM back in 2017.





Not only have they seen significant business growth themselves, the premium drinks conglomerate that was their first major U.S. client has also grown nearly six times larger with adm's help.

Their partnership with RIM has also helped them weather many business challenges, the most major of which was COVID.

“RIM helped us tremendously during COVID, and nothing stopped for us,” Alex said. “We still facilitated everything, and we even distributed PPE for a while and RIM was able to support it. In the official three years

of COVID I think we were shut down for one day because of a potential outbreak at one facility, but that was it.

“It was an extremely difficult time for all of us, especially from a logistical standpoint with locations not being able to accept shipments or being closed for two weeks because of an outbreak or a million other things. **But RIM facilitated the increased level of visibility we needed and had the agility to adapt to a huge volume of rapid changes.** They really kept us afloat during those years.”

Alex said as their work with RIM continues, he's excited about the new clients adm will acquire and how their needs will allow both them and RIM to continue innovating unique and creative logistic solutions.

“Every new client – and especially clients in new markets – give us the opportunity to grow and change and enhance our processes. We have a potential client right now that could change the way adm and RIM's partnership looks overall and that excites me tremendously.

“RIM is a logistics company that's shown they can adapt to any change or challenge. What we have with RIM is truly a partnership, and they're one of our gold suppliers, not just in the U.S. but across the globe.” >



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make your company's supply
chain challenges simple. Visit
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