

WE ARE SUPPLY CHAIN PARTNERS, NOT JUST  
PROVIDERS



***dsl*** *logistics*  
*we deliver*



# A 3PL STORY

Deciding on a 3PL provider can be a nightmare. You spend months doing your market research on all your different options, reaching out to a number of different companies, and comparing each of their different tenders and offerings.

After this tiresome process you will make a decision that will have a long-term effect on your business. In an ideal world you've found yourself a 3PL provider that you love and provides everything you expected from them when you first signed.

However, the consequences of choosing the wrong partner can be dire for your business. There are hidden costs making it more expensive than you expected when you signed and there are consistent delays which is creating dissatisfaction amongst your customers.



Now imagine what it would be like to have a 3PL partner instead of just a 3PL provider. One that shares the same values and is there to play their role in the growth of your business. One that is there to help you find solutions to your logistics issues. On top of that, all the information you need is 100% transparent and easily accessible. From a breakdown of all expenses, to up to date delivery times.

This is the type of service we pride ourselves on at DSL Logistics, allowing clients to focus on what they are best at and to function at their full potential.



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# OUR STORY

## About Us

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DSL Logistics was founded in 1986, with the founder starting on his own with a small handful of clients. Fast-forward 35 years and we now work with 50+ clients and employ over 110 amazing people across 3 different sites.

Throughout our history we have placed a big emphasis on the people side of our business. Internally, this is showcased by the amount that we promote from within. We have multiple managers (including two directors) that worked their way through the company. Externally, our emphasis on people is highlighted by the fact that a lot of our clients are long-term ones (some even 20+ years).

The key difference between us and many global brands is that we are specialists when it comes to 3PL. Often with global brands, 3PL is an added service on top of their core business which results in it being less of a priority. 3PL is the core of our business model and all our other specialty services are only added if they help us build stronger relationships with our customers.

*110 Staff*

*20+ Year Old Clients*

*Built on Relationships*



## What We Do

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We are a group of logistics professionals that specialize in helping customers with a range of operational services throughout their supply chain. We have built our business model around 3PL Warehousing, but we also offer specialty services in customs clearance, software development, and customer service.

Throughout our history we have placed a strong emphasis on the use of technology to deliver the best service available. It is for this reason we have developed in-house our own state of the art Warehouse Management System (WMS).

## Our Why

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We improve supply chains through impactful relationships so that we can all achieve our definition of success.

Each of our clients have different goals and definitions of what 'success' is to them. This is why we take the time to form impactful relationships with our clients so that we can understand how our expertise can help them.

We also believe that through our specialist services we allow our clients to focus their attention on making their business as successful as it can be.

We believe in being a partner with our clients, not just a provider. We believe in combining our expertise and joining our clients on their journey and helping them grow, because at the end of the day, as you grow, we grow.

*Partner > Provider*

*3PL Specialists*



# WHAT MAKES DSL DIFFERENT



## 1

### More than just a provider

At DSL, we believe in going beyond just being the best logistics provider. We believe in being the best logistics partner. Key aspects of our partnerships include:

- A tailored plan to match your individual requirements.
- Flexibility for you to grow your footprint in one our warehouses. This could be seasonal growth or business growth.
- Regular catch ups to solve problems, provide solutions and improve this aspect of your business.
- Offer additional services beyond 3PL.



## 2

### We excel at 3PL

Unlike many other brands, we are committed to warehousing and logistics being the center piece of our business model. We are always working on creating new solutions but only when they complement our core offering.

If you are looking for a partner that you can have full confidence in, it makes sense to come to a specialist instead of a generalist.

## 3

### Ultimate Transparency

DSL Logistics is committed providing 100% transparency at every stage of our operations. This is done through our DSL portal which provides live data to all of clients.

You want to see if we are meeting our KPIs? Within 30 seconds you can see live data showing our KPI performance at any stage of our operations.

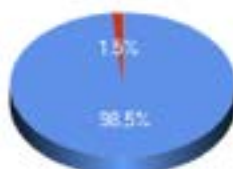
Want to compare your storage costs to same time last year? Our portal presents current and historical data of total storage costs, total storage units, and a per unit storage cost. We value this transparency as many providers can inflate these costs over time.

We also provide full transparency regarding stock levels, order process, and invoicing. The best part is that with our portal being designed and managed in-house, if you ever want to see something new or different, you only need to ask!

#### OUTWARDS

STATUS	UNITS	ORDERS	PERCENT
On time	344,294	2,856	98.48%
Delayed	5,243	44	1.52%

■ On Time  
■ Delayed



# INNOVATION AT DSL

At DSL Logistics we are constantly searching for ways to improve on what we do. Although extremely confident in the services we provide, we operate based on the idea that nothing we do should be accepted the way that it is. The world around us is changing every day, and we are prepared to change with it.



"We are always looking to innovate and improve on what we do. It is how we have reached the standards we provide our clients today and is how we will be able to service them even better in the future."

- Aaron Hobbs, Director

## Web Station Packing Machine

As the world of e-commerce continues to grow, it is important that we continue to innovate so that we grow on our end as well. We are proud of how we have been able to scale our e-commerce capabilities through improvements to our processes but to reach the next level we realised we needed to incorporate automation.

To do this we have added automation to how we process our e-commerce orders with our automatic packing machine. Once an order has been scanned, the contents are placed into the open bag in the machine and the order is automatically packed, has its courier label applied, and is ready to go out the door.

This has allowed us to reach new levels with our order capabilities, experiencing great efficiencies in the number of orders processed per hour. Our systems are also designed so that we can increase our output through surge and sale periods.



Wave Pick

Wave Scan

Web Wave

Scan Order

Product

History

Location

Move Stock

Putaway

Bulk Move

## DSL Logistics' Warehouse Management System

Trackstock is our warehouse management system (WMS) that we created back in 1996. Over the past 25 years we have invested significant time, money, and skill into developing the best WMS for our clients.

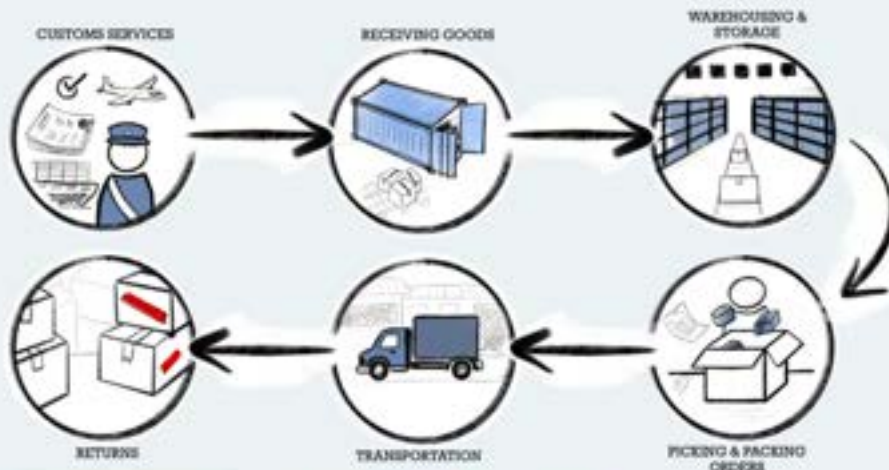
One example of innovation in Trackstock is when we altered the picking process for orders. Previously, a customer's order would be received in Trackstock, a picking order would be created from locations in our warehouse and a paper order would be generated for the picker to pick. Now the order pick list is shown on a tablet and the picker scans each item as they go. This has resulted in us seeing an increase in picking speeds as pickers are now 'hands free' and order accuracy as orders are now scanned twice (when they get picked and when they get packed).

As our software is written and operated all in-house, we can continuously innovate our systems. This flexibility allows us to continue to find new ways we can use our technology to positively impact our clients.



# THE DSL JOURNEY

Managing your supply chain can be difficult. It can get worse if your customer orders are consistently late and your invoices are more than expected. But it doesn't have to be that way. At every step of the journey, we are committed to providing the maximum amount of value. All of which is 100% measurable and transparent. Allowing us to be experts at what we do, and you to focus your energy towards doing what you do best.



## 1. Customs Services

Our services start before your goods even arrive at one of our facilities. Our customs brokers can ensure pre-clearance of your goods. This means that you can take advantage of more competitive rates and ensures we eliminate any unnecessary delays. Getting your goods to our facilities faster.

- ✓ Competitive Rates
- ✓ Faster Clearance

## 2. Receiving Goods

Your goods have now arrived at one of our state-of-the-art facilities. These will be available for orders within 48 hours. Stock is counted and checked off against suppliers' documentation and our system automatically emails a report listing any discrepancies in quantities.

We also perform any additional quality assurance tasks you require and then your goods are put away in a pre-allocated location that is customised and allows for the most efficient picking process.

- ✓ Automatic Discrepancy Report
- ✓ Your Goods Are Ready To Go Faster
- ✓ Sets Up Efficient Picking Process

### 3. Warehousing and Storage

The storage element is often the forgotten element when it comes to 3PL services. But poor storage practices can result in the following problems:

- Increased costs as the goods are more spread out than they need to be.
- Damaged and missing goods when stored without the proper care.
- Decreased picking speed causing an increase in picking costs and delays to your orders.

When it comes to our storage practices, we have the following objectives:

- **Flexibility** - Each client has individual needs and requirements as to how their goods are stored. We also ensure that we can adapt to both seasonal surges and the growth of our clients and that we can accommodate increases in storage required without compromising quality.
- **Prepared for Efficiency** - We put goods away and store them using methods that allows for improved efficiency when it comes time to pick your orders. This creates cost efficiencies in picking fees for our clients.
- **Cost Effective** - Our buildings are designed to allow for high density storage. Our 12-meter-high stud height and narrow aisle configuration creates storage savings for our clients. Our team also conducts a continuous consolidation process that ensures you are not using a larger 'footprint' space than you need to be.



### 4. Packing Orders

Our in-house designed Warehouse Management Software (WMS) provides automated transfer of your orders from your system over to ours. From here we combine the specifications that you require and the refined processes we have developed over the years to design a picking and packing process that best suits you.

- ✓ Orders Received Seamlessly
- ✓ Designed To Your specifications
- ✓ KPIs Set To Suit Your Business

#### Store Orders (B2B)

- We use voice-scan-directed technology and a wave picking system to improve speed and accuracy for our clients.



#### E-com Orders (B2C)

- E-commerce orders are processed at our specifically designed web station that is fitted with automation technology so that we can keep improving as the demand for online orders intensifies.





## 5. Transportation Services

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DSL Logistics enjoys fruitful relationships with a number of proven transport companies which allows us to access some of the most competitive rates in the industry. Some providers choose to hold on to some of these savings as a "mark up" but we enjoy being able to pass 100% of the savings on to our customers. The only fee is a small account management fee if you would like us to manage your courier account on your behalf (you can also deal with courier directly using our rates).

- ✓ 100% Wholesale Rates
- ✓ 100% Flexibility With Courier Choice

## 6. Returns

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Unfortunately, sometimes goods need to be returned. Using the DSL Portal, within a couple of minutes a courier booking is made for the goods to be picked up and sent back to our facilities. From there they are examined, repackaged (if needed) and either put back into stock (if suitable) or put into a 'virtual' sub warehouse so they are kept separate from normal stock.

## Additional Services

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Each of our clients are all a bit different and have their own individual requirements for their 3PL partner. However, we make sure each of them has the same high level of satisfaction with our service. Therefore, we offer a number of additional services for the benefit of our clients, such as:

- Value Added Services (VAS) - Most of our clients require some form of additional services such as applying price tags, adding inserts, making up packs, and performing required quality assurance tasks. We can customise our offerings for any value-added services you may need.
- Packing at Origin - Some clients choose to use this model for a portion of their product lines. We work with agents in China to enable us to provide visibility regardless of where the items were packed. Despite reducing volumes through our DC we fully support our clients in using this method.
- Stock Control - On top of your yearly stock takes our inventory team performs on-going cyclic stock counts. This process is so successful that a number of our larger clients dispensed of their annual stock takes and rely exclusively on these counts.
- Customer Service - This is a recent addition to our business. This includes functions such as managing order fulfilment, working with sales teams to create new orders and liaising with your customers. We have quickly found benefits for both us and our clients. More visibility has meant we have been able to further enhance the quality of our 3PL services, and our client's (and their customers) have seen huge efficiency increases from having their customer service 'under the same roof' as where their orders come from.



# LET'S IMPROVE TOGETHER

We are the real supply chain partner that you have always been looking for. The partner that now you've found you will wonder how you managed without us.

If you are an aspirational business that is looking to improve your logistics and achieve your definition of success, then contact one of our directors today!



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We are supply chain partners, not providers

We respect the past while creating the future

We provide the solutions you have always wanted





DSL LOGISTICS  
*We Deliver*

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we deliver [dsl.co.nz](http://dsl.co.nz)