



# Consumer Packaged Goods Success Story

## Strengthening Distribution Performance Through Rapid Transformation

### OVERVIEW

In early 2024, a leading Canadian manufacturer in the consumer packaged goods sector was experiencing challenges meeting On-Time and In-Full performance targets. Operational inefficiencies, both internally and with its third-party logistics provider, were negatively impacting service levels with key customers.

These challenges coincided with a recent corporate acquisition. As part of the post-acquisition strategy, the organization initiated a comprehensive review of its supply chain operations to support long-term growth and scalability across an expanding product portfolio.

At the time, the supply chain was highly centralized, with production consolidated at a single manufacturing facility serving the domestic market. To better align with evolving business objectives, the organization transitioned from a make-to-ship model to a make-to-forecast approach. This shift increased inventory levels to improve responsiveness and reduce pressure on manufacturing, creating the need for a more robust and scalable distribution solution capable of managing higher inbound and outbound volumes.

### THE BUSINESS CHALLENGE

To address these requirements, the manufacturer issued a Request for Proposal seeking a flexible and scalable distribution partner. XTL Logistics was invited to participate based on its operational footprint and demonstrated experience supporting high-velocity consumer packaged goods operations.

The scope of the RFP included:

- End-to-end inventory management for raw materials and finished goods
- Daily shuttle operations supporting continuous production requirements
- Dedicated warehousing capacity to support elevated inventory levels
- Integrated transportation and freight management services



## **XTL'S STRATEGIC SOLUTION**

Following a rigorous evaluation process that included commercial negotiations, systems integration planning, and strategic alignment sessions with senior leadership, XTL was awarded the contract.

While the original transition plan called for a phased onboarding period, unforeseen circumstances required the full operation to be implemented on an accelerated timeline.

Within this compressed timeframe, XTL successfully:

- Migrated all inventory from the incumbent provider to an XTL distribution facility
- Validated and implemented standardized operating procedures aligned with service requirements
- Completed critical system integrations to ensure data accuracy and operational visibility
- Deployed a fully trained operational and administrative team to support a high-throughput environment

## **RESULTS AND IMPACT**

The accelerated launch was completed with no disruption to production or customer fulfillment activities, demonstrating XTL's ability to execute complex transitions under significant time constraints.

XTL's structured onboarding and project management approach delivered:

- Rapid improvement in service performance metrics
- A resilient and scalable distribution model aligned with post-acquisition growth objectives
- Enhanced inventory visibility and control to support a forecast-driven production strategy

## **CONCLUSION**

XTL's ability to deliver a turnkey logistics solution under aggressive timelines highlights its core strengths in agility, operational discipline, and customer-focused execution. Through this partnership, the customer now benefits from a high-performing supply chain platform designed to support continued growth and operational transformation.

As part of the long-term roadmap, a subsequent phase will focus on expanding the distribution network to support broader geographic coverage, further strengthening supply chain resilience and responsiveness to market demand.