

# US Retail Fulfillment Specialist Expands With New California Distribution Center

Retail fulfillment specialist Coast to Coast Fulfillment Inc. has announced its expansion to a second warehouse and distribution center in California.

The 22-year-old firm is opening the new 18,000 sq. ft. location at Santa Fe Springs, in Los Angeles County, California on February 15. The new facility marks a \$1.5 million investment and supplements the firm's 80,000 sq. ft. center in West Greenwich; RI with the ability to more quickly turn around inbound ocean freight shipments from Asia.

"We have always been able to deliver goods for customers across the USA, but this is the first time since the business was started in 1994 that we have the ability to rapidly turn around goods from Asia in a dedicated West Coast facility," commented Coast to Coast co-founder and director Jeff Wyant.

Ken Gigere, who is opening up the firm's California facility said; "Our new warehouse gives us the ability to apply our unique order processing system on the west coast to fashion-industry merchandise and other products. Every week we will replace hundreds of items in inventory with new designs, then match them to hundreds of purchase orders and price points, then ship to retail stores."

Coast to Coast is one of the country's leading fulfillment service providers for fashion jewelry and accessories, also handling cosmetics, vitamins, food supplements, board games, housewares, apparel, housewares, and electronics. Coast to Coast has particular expertise in electronic data interchange (EDI) fulfillment to major retailers across the States. The business has its own US Post



Jeff Wyant at the Coast to Coast Fulfillment Inc. head office facility at West Greenwich, RI

Office within its Rhode Island facility, sometimes dispatching tens of thousands of thousands of products in single day on behalf of clients.

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"With the ports of Long Beach and L.A. down the street from the new facility, we can quickly breakdown sea-freight containers of fashion jewelry and other merchandise, then sort and ship the merchandise within 48 hours to meet the exacting demands of each store's buyer. This is a low-cost alternative to our fulfillment of goods sent to the East Coast

by airfreight," according to Coast to Coast president, Hermond Ghazarian.

The business has over 30 clients in businesses ranging from presidential political campaign gear and fashion accessories, toys and health & beauty products. The firm has carved a niche in providing quick, accurate and cost-effective picking, sorting, packing, and delivery to national retailers - sometimes of thousands of individual orders daily.

The business also has customers from overseas, with European, Chinese and Australian firms using its facility as their US warehouse and customer-service base.

"We have concentrated on our niche providing a high-quality, fast service to clients who have big retail customers, but we also act as a warehouse and fulfillment provider for B2C e-commerce and direct-response TV customers, many of whom have used us for many years," said Mr. Gigere.