

# AMWARE NEWS

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## A Message from OUR VICE PRESIDENT



**Rob Doyle**  
Vice President

### **Ready for any Challenge!**

Amware Logistics Services is well positioned for the exciting opportunities that 2006 has begun to deliver in the 1st Quarter. Over the past year, a more concerted effort was launched to further develop our industrial products handling capabilities and proficiencies. Through

investment in our Craftsmen and material handling equipment, we embarked on a journey to reach-out to potential customers working with large, awkward, and otherwise less-than-standardized product weights & sizes.

New customers working with industrial and construction trade products are a welcomed development from Amware's historical trend towards traditional pallet-in, pallet-out and case-pick accounts. This emergence into a more industrial-based clientele has proved to be an exciting opportunity. The diversification of our customer base is one of the cornerstones to the 14% growth Amware realized over this same time period a year ago. Amware's facilities have seen an outstanding start to 2006 with 28 new customers signed in the past 90 days.

Amware's Jacksonville facility with its 23 paved acres of outside storage has proven ideal for industrial material such as lumber and various types of piping. Also, with it's four ground-level doors, flat be traffic has grown and enhanced our ability to handle products such as lumber, copper, and sheet rock, to name a few.

*(continued on next page)*

**RACE TO SUCCESS**

#### **IN THIS ISSUE:**

#### ***NASCAR Success Story!***

***See how Amware can help steer the course through your supply chain and bring speed and accuracy together for your organization.***

Para bajar las noticias en español, visite nuestro website a [amwarelogistics.com](http://amwarelogistics.com)

While Amware offers a similar line-up of services to that of most 3rd Party Warehousemen, our ability to handle industrial products in addition to the, more typical wrapped & stacked pallets, separates us from our competition. Neil Porter, General Manager at Amware notes that

**"...having the facilities, Craftsmen and equipment to handle such a broad array of products has allowed for a natural assimilation into an otherwise niche market".**

Handling oversized products requires a lot of skill and patience, as these larger products can easily be damaged. In addition to equipment enhancements, Amware also recruited new experienced personnel and trained our existing Craftsmen on the new material handling machinery. Our close attention to proper written procedures is an integral part of our extensive training and certification program evolution. Amware takes great pride in being able to handle a wide variety of products, sizes and packaging in the most careful and efficient manner – *every day*.

Handling large bundles that may exceed 4,000 lbs and 25 feet in length requires specialized equipment. With the addition of such equipment in 2005, and more to come in 2006, Amware is prepared for the challenges of handling large and overweight products with ease and precision.

We welcome all current and prospective customers to come visit one of our locations at any time to see for themselves the wide variety of products we handle on a daily basis. If you have a product that other companies have found to be difficult to handle, we would welcome the opportunity to provide you the level of product care and personal service you require and deserve.

Rob Doyle



Vice-President  
robd@amwarelogistics.com

## Palisades Marketing: A Network of Top-Tier Providers

Amware Logistics is proud to be represented by Palisades Marketing; a sales organization that bridges geographical constraints by coordinating supply chain activities across a network of regional warehousing & distribution providers.

Palisades Marketing specializes in the global integration of top-tier logistics providers, like Amware, so to offer national & global supply chain solutions through partnerships with regionalized member companies. Member companies are comprised of the industry's finest talent and advanced technologies. They are tops in their field, separated only by geography, and altogether dedicated to the principles of superior logistics & customer service.

As a network, Palisades' member companies provide customers with the most modern, cost-effective operational techniques and information technologies available today. This systems-driven approach provides for innovative solutions that help cultivate business strategies, improve customer service, speed cycle times, and tighten supply chain controls – all the while reducing costs associated with inventory storage, order fulfillment, and transportation.

President, Bob Goral, notes that "Outsourcing one's warehousing and logistics initiatives to experts will afford a returned concentration on core business activities and an evolution from fixed costs to more responsive variable line items. Palisades Marketing has developed a compliment of regional logistics providers so to offer a diverse selection of logistics professionals to count on."

Palisades Marketing is committed to simplifying the way you store & ship freight; they will work to lower your shipping costs while delivering unparalleled reliability and enhanced control over your freight at each stage in your supply chain. Their systems-approach is designed to make all aspects of production and delivery mesh in synchronization while seamlessly exceeding your customers' expectations.

Gene Sullivan, Executive Vice President, adds, "...perhaps the solution your organization requires is a geographical balance of dedicated facilities with tactical shared-resource locations for seasonal fluctuations. Or, maybe your requirements are ever-evolving and market penetration with small-quantity placements is the driving force. We work with regional providers, just like Amware Logistics, to pull a vast array of resources and geographical locations together to enhance your supply chain."

Cross docking, pick & pack, light assembly, merge-in-transit, shipping and installation are just a few of their service offerings. Palisades Marketing's assembly and freight providers offer real-time quoting, booking, and shipment tracking information from pick-up to delivery. Distribution services cover the transport of goods from the manufacturer's production facility to the

distribution center, and the transport of goods from the distribution center to the retail store. This includes planning routes and tracking deliveries, as well as physical distribution. Intermodal transportation is provided by air, sea, rail, and road to minimize overall costs while meeting your required service levels.

In many cases, their network providers' IT systems will integrate seamlessly with yours – providing operational control and transparency. This methodology will result in real-time information sharing; information you can trust and incorporate into your day-to-day product management.

Palisades Marketing is an expert at crafting customized warehousing solutions to meet your needs. Every situation is unique. They take the time to learn your particular needs, and then swiftly implement a thorough solution. No matter your

## Warehousing Solutions:

### ■ Dedicated Warehousing Services:

- Tailored Requirements for a Single Customer
- Assumption & Management of Existing Operations
- Turn-key Services from Design, Build-out, and Operations
- Arrangement of Financing

### ■ Public Warehousing Facilities:

- Multiple Site Selections
- Temperature Controlled Environments
- Shared Resource Economic Exchange

organizations size, logistics efficiency gives you the flexibility to react to environmental changes, anticipate seasonal fluctuations, and optimize storage & distribution costs.

**Palisades Marketing has worked for us. To learn how Amware can coordinate with other Palisades Marketing member companies** to suit your needs, please contact Barry G. Leff, Amware's Director of Marketing: BarryL@AmwareLogistics.com or 970/ 337-7000.



**Mark Wilhelm**  
Chief Executive Officer



**Jim Smith**  
Chief Operating Officer

## Value Added Services:

- Complete Order Fulfillment
- Customer Support Platforms
- Foreign Trade Zone Services
- JIT Sequencing
- Mixing and Re-Palletization
- Multi-Modal Integration
- Parcel Pick
- Postponement Strategies
- Refrigerated Rail Car Transloading
- Return Goods Processing
- Sub-Assembly & Kitting
- Vendor Managed Inventory

**We staff a highly trained team**

*to develop solutions for our customers' most difficult logistics challenges*



# Here We Grow Again in Atlanta:

## Atlanta Facility

### Physical Description:

- Concrete Block

### Building Size:

- 415,000 Sq. Ft. Inside Storage
- 10,000 Sq. Ft. Outside Storage

### Ceiling Height

- 30 Foot Clear

### Number of Dock Doors

- 40 Overhead

### Sprinkler System Description

- ESFR: Early Suppression  
Fast Response

### Sanitation Certification

- AIB Certified Food Grade

**Amware's Atlanta facility is off to a great start in 2006 as it builds upon the growth we experienced in late 2005.**

With 16 new customers signed in the last 90 days for the Atlanta facility, we are off to a great start this year with a new group of diverse and exciting customers to join our current cadre of long standing partners. One of Amware's strengths is our appeal to both large and small customers alike. While we have the infrastructure and experience to handle very large clients, we also have the unique ability to appeal to, and service, smaller companies as well. As Amware has grown over the last 15 years, we have not forgotten where we started and what it has taken to get here. We find it very exciting to have in our facility small "Mom and Pop" companies that are working hard to find their niche along side products from Fortune 500 customers.

***Whether you need to store 30 pallets or 3,000 pallets, Amware has the Craftsmen and customer focus available to exceed all expectations.***

Nationwide, Amware occupies over 4 million square feet of warehouse real-estate. With almost 1 million square feet in Atlanta, our Sylvan Road location is one of our largest operations. This public warehouse facility is home to a myriad of clients storing a wide range of products from raw materials to retail-ready finished goods. In this operation, Amware manages

the shared resources such as management, labor, equipment, and space to ensure that every customer benefits from the most productive and cost appropriate service solution possible.

From this facility, Amware distributes a variety of products and commodities, from pulp & paper to automotive aftermarket replenishment, and to retailers such as Sears, Target, Wal-Mart, Tire Kingdom, Home Depot, UPS Store, Staples, Office Max and many others.

Amware offers the following key services:

- Contract and Public Warehousing
- Dedicated and For Hire Transportation
- Transload Operations
- JIT Manufacturing Supply
- Cross Dock & Break Bulk
- Contract Packaging and Manufacturing
- Freight Management & Finished Goods Distribution
- Pick & Pack and Kitting
- Food Grade Sanitation Environment

While location and capabilities are very important, it is our CRAFTSMEN, the men and women who make up our employee base, that are the key ingredient to our success at Amware. Our Atlanta operation boasts a very experienced, diverse, motivated staff along with an extremely low turnover rate. On a daily basis, the leaders and staff emulate a very motivated “can do” spirit that permeates throughout the facility.

One visit to our facility will provide a glimpse of true craftsmanship at work – Craftsmen who have an outstanding work ethic and a high level of attention to detail. The ability to work, solve problems, face challenges and achieve true success as a TEAM are what help define this great facility and company.

The facility is managed by Elizabeth Montgomery, whom I recently had the honor of promoting into this new role. On the floor, the leadership is provided by Operations Manager, Eric Potts, Supervisor, Tommy Stegall, and Team Leader, Maria Moreno – whose combined tenure is over

50 years of experience. These outstanding Craftsmen lead by example. They understand the importance of taking care of our customers and employees every day. They are the driving force behind our high level of customer satisfaction and record growth.

I welcome all current and prospective customers to come visit us and our team of Amware Craftsmen at any time; I look forward to seeing you.

Rob Doyle



Vice-President  
robd@amwarelogistics.com



***One visit to our facility will provide a glimpse of true craftsmanship at work – Craftsmen who have an outstanding work ethic and a high level of attention to detail.***



## Efficiency Gained through Cost Containment

Fourth Quarter numbers are in and the US Bureau of Labor Statistics has pegged a 0.6% decline in productivity. Not to discredit Uncle Sam's bean counters, we're just not seeing the same thing here at Amware. Business is good, manufacturing is ramping up, stock levels are increasing, and freight haulers are pushing lane rates with aggressively tight margins.

Well, we did tip the scales in our direction... a bit. While the Bureau notes a downturn, Amware has responded with 14% growth over a year ago. It seems our ongoing initiatives are paying dividends; over the past year, Amware's operational teams have been tightening the reigns on cost containment initiatives and productivity practices. While business & manufacturing sectors were coming out of stagnant times, we worked to control our costs, increase productivity, and manage effort duplication.

Bottom line, the better we've gotten at containing costs and streamlining our efforts for our customers, the more our own business model is succeeding alongside of theirs!

Much of our internal success is a direct function of the services we offer; we provide outsourcing as a tool for our clients to get a handle on costs and so that they can buy-in to the efficiencies we've developed over years of dedication. Bottom line, the better we've gotten at containing costs and streamlining our efforts for our customers, the more our own business model is succeeding alongside of theirs!

**Perhaps we can offer our services to your organization.** For more information about our innate ability to tip the scales of efficiency through cost containment, please visit our website at [AmwareLogistics.com](http://AmwareLogistics.com) or give us a call today at 970/ 337-7000.

*Source: US Bureau of Labor Statistics – February 2, 2006*

# The FOUR Corners of SUCCESS



## Distinguished Craftsmen OF THE MONTH!

At Amware we pride ourselves on hiring employees who are craftsmen in their chosen profession; we continually train to that highest standard. Occasionally, our employees will raise the bar and distinguish themselves amongst their peers.

We believe that extra commitment is deserving of special recognition. So each month we honor employees who have demonstrated an extra level of craftsmanship on the job with the designation of Distinguished Craftsman.

Congratulations to the following 4th Quarter, 2005 recipients

As we conduct our business on a daily basis, these four critical components will ensure our on-going success.

**The first is Safety.** We have an obligation to ensure a safe work environment for our team members, and in turn we all have the obligation to ensure safe work behaviors. Every team member should feel comfortable coming to work knowing that they will return home to their loved ones the same way they left. Safety is the first component of success. All other components are secondary to this critical performance indicator.

**The second is Quality.** Quality goes beyond the condition of the product we provide. It includes the care we provide our customers, both internal and external. It encompasses the quality of our procedures, the work-life we provide and the degree to which we are meeting or exceeding our customer's expectations. Without quality, there is no future.

**The third corner of success is Productivity.** This component often receives the most attention, but is always preceded by Safety and Quality. It does no good to provide exceptional productivity if we injure an employee in the process, or the service we provide doesn't meet the customer's expectations. It also requires that we not only look at what we do right and improve upon that, but more importantly, that we discover where in the operation we are not adding value, and how we are correcting that. We encourage each of our employees to take the time to review their activities each day. Identify the

amount of time each of them or the operation they are performing directly adds value to the product or service we produce. Our objective is to eliminate the non-value added.

**The fourth cornerstone, of which all of the others depend, is People.** Without each and every one of our trusted staff of Craftsmen, the gears grind to a halt, employees are injured, quality suffers, and productivity halts. Dedicated team members don't allow this to occur. They are concerned about not only their own safety, but also their team mates'. They won't allow poor quality to exit the building, ensuring brand equity in the Amware logo. And they find creative solutions to reducing costs and improving efficiency of the operation. The way we differentiate ourselves among the competition is by the dedicated team members we retain.

By embracing the four components of a successful operation, and ensuring that we execute on these with excellence, we can be the benchmark to which all others strive. Let the Amware Craftsmen push the envelope in 2006 and show our customers how an effective, passionate organization gets the job done!

John Sweeney

VP of Operations  
Amware Pallet Services, LLC

### Atlanta (Hapeville), GA

Oct: Julio Heredia  
Nov: Patty Dorado  
Dec: Maria Moreno

### Benson, NC

Oct: Mario Luna  
Nov: Romualdo Michel  
Dec: David Valencia

### Birmingham, AL

Oct: Ricky Jacobs  
Nov: Leonardo Sarmiento  
Dec: Arturo Mejia

### Charlotte, NC

Oct: Eric Barber  
Nov: Jose Martinez  
Dec: Consilio V Velasquez

### Elloree, SC

Oct: George Davis  
Nov: Rodney Dingle  
Dec: Marvin Shuler

### Hammond, LA

Oct: Michael Carter  
Nov: Manuel Rodriguez  
Dec: James Burrell

### Denver (Henderson), CO

Oct: Valentin Chavez  
Nov: Valentin Chavez  
Dec: Rogelio Gasca

### Houston, TX

Oct: Ignacio Candelario  
Nov: Morey Lampkin  
Dec: Joe Lambert

### Indianola, MS

Oct: Don Fields  
Nov: Jerald McCloud  
Dec: Rosedel Arrington

### Jacksonville (ALS), FL

Oct: Candy Morales  
Nov: Luis Pena  
Dec: Mike Becky

### Jacksonville (APS), FL

Oct: David Melo  
Nov: Juan Gonzales  
Dec: Teddy Bean

### Lakeland, FL

Oct: Javier Cordova  
Nov: Rodrigo Bautista  
Dec: Marcelo Correa

### Mauldin, SC

Oct: Gregorio Malpica  
Nov: Carmelo Garcia  
Dec: Ciro Martinez

### McDonough, GA

Oct: Baltazar Benghi  
Nov: Omar Rosas  
Dec: Jose Morales

### Petersburg, VA

Oct: Cesar Reyes  
Nov: Wayne Melton  
Dec: Julio Hernandez

### Pompano Beach, FL

Oct: N/A  
Nov: Roberto Perez  
Dec: Jose Rodriguez

### Salem, VA

Oct: Julio Quintero  
Nov: Keith Stuart  
Dec: Guillermo Cabezas

# RACE TO SUCCESS

On March 6th, 2005, NASCAR took to the streets of Mexico City. The premier event at the Autodromo Hermanos Rodriguez track was the Bush Series' 1st cross-border, organized race in its 58 year history. This year they will once again cross that border for the annual event.

2005's event was understandably preceded by mounds of customs paperwork and mile after mile of guarded convoy. There was some doubt, and in fact almost an expectation, that the race would take place amid a cloud of confusion over the logistics of bringing NASCAR to Mexico.

And, when the dust settled, and the last of the race teams returned to the US, the success of the race was attributed to the third-party logistics companies, similar to **Amware** that managed the helm.

From document processing to monitoring the millions of dollars in transport, outsourced logistics companies pulled through and brought the joy of NASCAR to the ever increasing South American fan base.

So let this be a lesson to us all; when speed and accuracy must come together, you can rely on third-party logistics companies to guide you through the process and insurmountable bureaucracy.

Let **Amware** help steer the course through your supply chain and bring speed and accuracy together for your organization.



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*Crafting quality-driven,  
cost-appropriate solutions  
for your warehousing and distribution needs*