



# CUSTOMER CASE STUDY

**NEW CLASSIC**  
HOME FURNISHINGS

## HEADQUARTERS:

Fontana, California

## WAREHOUSE LOCATIONS:

California, North Carolina, and Texas

## ABOUT NEW CLASSIC

New Classic has developed sophisticated infrastructure to oversee quality control during creation of their home furnishings overseas from raw materials to delivery to US based retail customers. From bunk beds to bedroom to fine dining, their product line is positioned as quality furniture with value-based pricing. [www.newclassicfurniture.com](http://www.newclassicfurniture.com)

## OUR SOLUTIONS:

Warehousing, Supply Chain Consulting, Freight Services.

## Thoughts from our customer...

"We did a thorough and exhaustive search for the right partner in Dallas comparing services, staffing, extended capabilities, and of course, costs. We had dealt with Trinity on the freight side for many years out of our California office, but never on a project like this.

The combination that Trinity offered was a competitive, complete package we found to be our best option. Trinity Logistics made our needs a priority and walked all parties through the entire process. We basically set up our system in their facility from the ground up, including racking, shipments procedures and communications.

Trinity was able to get us consistent rates for containers and truckloads to help control expenses. The folks at the warehouse have worked closely with us to adjust to changing needs. Our sales representative team and customers are very pleased with their interactions.

Because of the positive experience with the Trinity Logistics team, we are sourcing their help with another regional warehouse."

**— MICHELE MCPHERSON, VICE PRESIDENT**

## Challenge



New Classic was experiencing rapid growth with several major retailers in the Dallas area and product demand with local accounts, leading to their decision to find local distribution. Until this point, their warehousing spaces were either East or West coast only with additional space in China. Those locations were too far away to accommodate the predicted inventory needed for an estimated 8 million shoppers annually. New Classic needed advice and logistics expertise, and fast!

## Solution



Trinity set to work coordinating the inbound ocean containers of furniture and organizing the rail logistics from the port. Trinity located space to accommodate 400,000 cubic feet of product in the Dallas-Fort Worth market and will also arrange outbound truckload and less-than-truckload deliveries from this location. In addition, Trinity orchestrated New Classic's storage systems within the facility and inventory management systems.

## Results



The Dallas-Fort Worth distribution center is receiving inventory smoothly and has been a fantastic showcase model. They will be ready to accommodate their sales growth thanks to the proactive actions involving Trinity Logistics. In coordination with open houses, a showroom area is staged with current product for warehouse tours conducted to demonstrate the company's commitment to quality in product and in supply chain execution.