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Aspen Wins New Contracts Amid Recession Woes in the Industry

Salt Lake City, UT. 04.03.09 – Aspen wins new contracts and sees an increase in business during the economic crisis, which they contribute to increased interest in outsourcing supply-chain services along with their own well thought-out positioning. Aspen is a top 100 third party logistics firm who has dedicated themselves to becoming experts of the retail supply-chain. The company has seen a relative rise in the interests of potential customers to rid themselves of brick-and-mortar assets and bid-out to a third party. Aspen, whose 30 years of expertise in retail, understands the quality of a customer-focused approach, which has already given them an advantage in the competitive logistics market during the current downturn. Their leadership also made the strategic decision to remain steadfast on perfecting their focus on consumable products and consumer product goods.

This intuition has weathered well during the current economic woes. While many other manufacturers have seen exponential declines in demand for their products, thus decreasing production, the industries that Aspen serves have remained relatively stable. In fact the current recession has given companies the opportunity to look retrospectively at their own operations to find ways to trim operating costs and improve their performances. This has given rise to the need for companies to look at third-party logistics firms who have the expertise and assets to offer them some extra sustainability. Aspen has found companies proactively reaching out to them because of their reputation as retail supply-chain experts, as well as their encompassing solutions that fit the customers' needs instead of altering the customer's processes to conform to Aspen's culture.

Aspen's strategy is in offering "best-in-class" solutions that are adaptable to benefit the customer's customer. The way they accomplish this is by getting a deep understanding of what the full process is from plant floor to store shelves, and then design a customized solution around the customer's expectations. The company last month won a large contract to service an entire inter-mountain region network for a major manufacturer of confectionary products, as well as being awarded additional business with a global manufacturer of fresh bakery products at their Anaheim operation. The firm says that they will maintain their focused attention to detail and in satisfying their customers in effort to continue their positive momentum in the years to come.

Aspen is a top 100 third party logistics firm who has been in business for over 30 years and operates approximately 2.5 million square feet of modern refrigerated and ambient warehouse facilities along with their own fleet of trucks. Aspen specializes in a variety of value-added services, including co-packing, pick pack, just-in-time inventory management and time sensitive custom deliveries. Aspen is a specialist in the retail and healthcare supply chain and understanding the details involved with shipping to major retailers and grocery chains has been a key to its successes.

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