

FOR IMMEDIATE RELEASE:



Aspen, Inc. is targeting Consumer Product Goods as a means of recession proofing.

Salt Lake City, Utah, 12.1.08 – ASPEN battles recession by targeting Consumer Product Goods manufacturers for 2009 strategy. The firm feels that this industry has the flexibility and resolve to stay afloat during the current economic downturn, but also needs fast acting nonconventional logistic solutions to keep momentum.

Aspen feels that their services are a perfect fit, with their “best in class” solutions, which have proven to be a necessary component of a lean logistical strategy - as with the confectionary industry with whom Aspen is looked at as being the expert. The firm feels that their services and solutions are completely transferable on all levels, and can amount to huge cost savings while boosting productivity numbers. Especially in these hard economic times it is important for manufacturers of consumer products to keep their core practices profitable while cutting the periphery operations to a minimum. Aspen holds firm to the idea that when hit with hard financial times people tend to forgo the extravagant gifts and trips, and rather purchase small goods that bring immediate satisfaction to their daily routine.

The firm believes that there are some huge opportunities for Consumer Product Goods manufacturers to position themselves and remain profitable under the current market conditions. This can translate to added logistical pressure on the manufacturers to keep their products agile, well in stock, while utilizing diverse promotions to incentivize sales growth. Aspen is banking on their “value added” services to be the silver bullet for these companies to rely-on in overcoming these obstacles. Being a 3rd party logistics carrier it can be easier to acclimate and reconstruct logistic practices based on the conditions of the market. Logistics Management, at these companies, are looking for exactly those qualities to keep their operations in the black. Manufacturer’s supply-chains need these outsourced solutions to keep up with increasingly burdensome demands - which can be too cumbersome for their slow moving in-house logistics. This is why Aspen is positioning themselves to bring a versatile menu of solutions to an industry that needs quick acting logistics. If this strategy works, Aspen feels that both industries are set to prosper under these circumstances.

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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