

CASE STUDY: LUMINEUX ORAL ESSENTIALS PACKAGING

BACKGROUND

Lumineux Oral Essentials was experiencing explosive growth in the natural oral care line. To meet consumer demand, the company faced rising costs in their supply chain.

SOLUTION

Challenges facing Lumineux were inefficient packaging, underutilized labor, and rising shipping costs. ODW Logistics and Lumineux partnered together and engineered a solution that:

- Reduced corrugate costs
- Eliminated packing material (dunnage)
- Improved customer delivery experience with branded packaging
- Reduced parcel shipping charges with UPS®
- Improved delivery speed to consumer

RESULTS

18%
DECREASE
IN SHIPPING COSTS

The new brand-focused package reduced corrugate, requires NO dunnage, and cut billable weight. All improvements lowered total shipping by 18% to Lumineux.



40% FASTER
ORDER PROCESSING



The new package design comes fully constructed allowing labor to be re-purposed to fulfillment. This change reduced overtime and improved how quickly orders are processed through the warehouse.



COMPANY OVERVIEW:

Lumineux Oral Essentials offers a line of oral care products that is specially designed to address every dental need, is clinically tested and certified non-toxic. They are the first ever dentist formulated, naturally derived, clinically tested, certified non-toxic oral care company in the world.

TESTIMONIAL:

"ODW Logistics has been proactive in developing innovative solutions that deliver efficiencies and cost savings to the Lumineux Oral Essentials supply chain."

JOSHUA RIZACK
Lumineux Oral Essentials