

## FST Logistics & Vitamin Well | Building a Partnership with Care

# » VITAMIN WELL

### Introduction

FST Logistics, an employee-owned leading warehousing and transportation solutions provider, forged a strong partnership with Vitamin Well, a world-renowned beverage and sports nutrition company headquartered in Sweden. Their strong relationship became apparent through their attention to detail, open communication, and unwavering commitment to excellence.

### Working Together

Vitamin Well's decision to collaborate with FST Logistics stemmed from its reputation for delivering exceptional service and its ability to provide comprehensive solutions for e-commerce and retail operations. With warehouses strategically located within the country, FST Logistics was a central hub, ensuring timely delivery of Vitamin Well's products to various distribution points. The partnership was further strengthened by the dedication of FST Logistics' personnel, who demonstrated profound knowledge and a proactive approach to addressing Vitamin Well's needs.



### Logistics Services Provided

- Warehousing
- Transportation: brokerage & LTL
- Parcel and retail fulfillment

"I appreciate the constant flexibility that the team has from higher-ups to the warehouse workers. It does feel like everyone genuinely cares about us as customers. Additionally, communication is stellar across the board; it's apparent that the team is communicating amongst themselves. If we bring up an issue, it's fixed almost immediately, and we have yet to see that same issue arise again."

~ Vitamin Well Manager of Operations

We treat your products like the precious cargo it is.

**Handled  
with Care**

## Addressing Challenges

Upon onboarding, FST Logistics encountered various challenges, including the adaptation to Vitamin Well's European-based Electronic Data Interchange (EDI) system and the intricacies of emission standards reporting. However, FST Logistics leveraged its expertise and collaborated closely with Vitamin Well to streamline processes and tailor solutions to meet the company's requirements. Through the efforts of FST's in-house dedicated EDI specialists, FST Logistics successfully implemented an EDI solution aligned with US standards, facilitating smoother data exchange, and enhancing operational efficiency.



## The Onboarding Experience

The onboarding process, though meticulous, was characterized by a spirit of collaboration and transparency. Vitamin Well's Director of Operations, commended FST Logistics for its patience and collaborative approach throughout the extended negotiation period. The seamless onboarding experience was attributed to FST Logistics' commitment to understanding Vitamin Well's operational preferences and establishing clear communication channels.



## Conclusion

The partnership between FST Logistics and Vitamin Well exemplifies the power of collaboration, communication, and a shared commitment to excellence. By working closely, FST Logistics and Vitamin Well have overcome challenges, streamlined operations, and forged a strong bond built on trust and mutual respect. Moving forward, both parties remain committed to nurturing this partnership and driving continued success in the food and beverage industry.