

# FST Logistics & Alter Eco | A Partnership Dedicated to Communication and Collaboration

## Introduction

FST Logistics and Alter Eco Foods have entered into a partnership dedicated to ensuring the ethically sourced, clean chocolate is handled with precision, accuracy, and care. Creating a strong foundation of communication and trust was vital in the early phases of this partnership, it allowed the two brands to tackle challenges together as a team, rather than individually.



"My experience with FST has been amazing – at every level people have been very customer focused."

~Alter Eco, Chief Executive Officer



## Logistics Services Provided

- Transportation: brokerage
- Services retail consolidation
- E-commerce fulfillment
- Warehousing
- Kitting & value added services

## Onboarding

During the onboarding process, Alter Eco was informed that their former e-commerce fulfillment provider was cutting service three months ahead of schedule. This left the brand with two options: close their e-commerce site during peak season or transfer to FST Logistics earlier than previously discussed. When FST learned of the challenge, the organization adjusted its onboarding process to a phased effort. This allowed the e-commerce site to stay live during peak season while continuing to slowly transition the rest of Alter Eco's supply chain into FST's network. However, the accelerated onboarding created additional hurdles to overcome.



## Challenges

Due to onboarding Alter Eco's e-commerce business three-months prior to the retail side, the inventory had not been coded into the system properly. This was quickly identified and resolved thanks to the weekly calls between the two brands. FST recoded and separated the inventory based on the requests of Alter Eco. During these calls, the Alter Eco team expressed interest in increasing the automation within their retail business. This meant integrating laser label printers into the line. The FST business analyst team got to work identifying the best printer on the market that fit Alter Eco's needs.

### Communication

Throughout the challenges, the FST team kept an open line of communication, ensuring transparency at every turn. Holding weekly calls throughout the entire onboarding experience gave space to address the challenges in a timely manner, laying a solid foundation for the partnership. The attention to communication, in the beginning, led to a decrease in the need for high-frequency meetings, with the knowledge that the Relationship Manager was always available for questions.

## Conclusion

The partnership between FST Logistics and Alter Eco Foods is a prime example of the importance of communication and flexibility. Throughout the first few months of the partnership, the two organizations have overcome quick and unexpected cut-overs, labeling changes, and system challenges. With a continued commitment to communication and collaboration, FST Logistics and Alter Eco Foods look forward to scaling and growing together in the coming years.