



HANDMADE
FUTURES
SUMMIT 2020

TRADE  IMPACT
ASSOCIATION
WILLIAMS-SONOMA, INC.

Packaging & Shipping for Export

Lauren Tersaga
Associate Manager, Supply Chain at West Elm

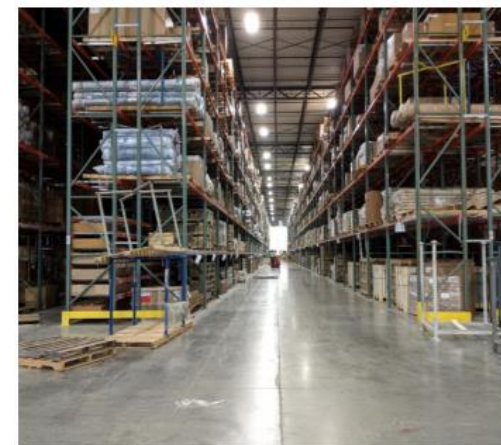
West Elm Vendor Network

- Product sourced from around the globe
- Key decisions in vendor selection
 - Performance, cost competitiveness, speed to market, strategic fit, sustainability, production capacity
- Multi-modal transportation
 - Ocean, air, rail and truck
- Multiple sales channels
 - Retail, direct to consumer (ecommerce) and drop ship channels



West Elm Distribution Network

- Multi-faceted network
 - Distribution centers, delivery hubs, & 3PL providers (UPS, DAMCO)
- Multiple service levels and ship modes
 - Separate Ship (ex. rug)
 - Furniture White Glove (ex. sofa)
 - Furniture Threshold (ex. standing mirror)
 - Parcel Standard (ex. pillow cover, sheet set)



The Importance of SKU Setup

- What is a SKU?
 - Item hierarchy, differentiators (i.e. color, material, size), intro season...
- Incomplete or incorrect setup slows fulfillment down
 - Impacts inventory availability
 - Delayed DC receiving and customer order fulfillment
 - Delayed invoice payment
 - Poor business analytics
- Cost and description!

Packing Glassware

- Surface protection with polyethylene (PE) foam
- Internal air cell partitions
- Corrugate strength
- Product orientation



Packing Natural Fiber Baskets

- Surface protection with newsprint paper
- No plastic/polybags!



Vendor Non-Compliance & Chargebacks

- Why charge-back?
- Types of chargebacks
 - Quality claim
 - Debit memo
 - Ticketing errors ex. missing price tickets
 - Packaging errors ex. missing polybags
 - Missing slash guards for textiles
 - Late/early shipments
 - Missing packing list

The image features a landscape of snow-capped mountains under a bright sky. A prominent, dark blue horizontal band stretches across the middle of the frame, serving as a background for the text. The text "Thank You!" is centered within this band in a clean, white, sans-serif font.

Thank You!