

RANDA ACCESSORIES

Global Freight Forwarding Services
and Foreign Trade Zone Enablement

THE CLIENT

Founded in 1910, Randa is one of the world's largest accessories companies, spanning 11 countries, with a portfolio of 50 brands and over 100 years of experience. From sketch to scale, Randa specializes in the production and worldwide B2B distribution of consumer goods across four extraordinary product groups, delighting customers and making retail partners successful.

OPERATIONS OVERVIEW

Randa sources consumer goods from global manufacturers for B2B distribution in big box retail stores throughout North American and European markets, as well as online. As the business grew, Randa's supply chain became increasingly more complex. As a result, the company's leadership team needed to make the following enhancements to its capabilities in order to better serve various markets:

- Increase diversity in its U.S. distribution footprint, including adding a B2B distribution location to support growing product lines
- Improve visibility into global supply chain activity
- Find more effective ways to manage transportation and the B2B distribution of consumer goods to mitigate landed costs



THE SOLUTION

LEGACY Supply Chain Services has extensive experience providing transportation brokerage and freight forwarding services to leading enterprises, as well as consulting clients in foreign trade zone programs. As Randa assessed its supply chain network, it identified leveraging a Foreign Trade Zone (FTZ) as a top opportunity. LEGACY was first introduced to Randa as the Administrator of FTZ 126 in Northern Nevada, and a partnership to address Randa's needs around landed costs developed from there.

LEGACY initially provided Randa with consultation on FTZ opportunities, an FTZ feasibility analysis and FTZ application and activation services, either directly or through strategic partnerships. Over the years, the relationship between the two companies has grown, as Randa made LEGACY its primary logistics services partner, supporting the transportation of consumer goods from offshore manufacturing to final B2B distribution to big box retail stores in North America.

Today, Randa and LEGACY continue to enjoy a highly collaborative partnership, one that includes the following value-added logistics solutions:

- Freight forwarding and transportation services on air and ocean shipments out of several global origin markets
- Consultation and training on FTZ entry requirements; trade, tariff and compliance regulations; and documentation and product classification
- Forwarding delivery services for U.S.-based customer markets
- B2B distribution support in the U.S. market
- Continued consultation and support for Randa's strategy to further scale the use of its foreign trade zone

BUSINESS IMPACT

Through consultation and support, Randa was able to:

- Address global supply chain complexities
- Seize opportunities to enhance customer service capabilities
- Mitigate import duties
- Reduce landed costs through consultation on import compliance and goods classification
- Improve supply chain visibility through enhanced communication, technology, and level of provider service

In recognition of this partnership, LEGACY Supply Chain was named Randa Accessories 2018 Logistics Partner of the Year for exceptional service and overall logistics performance. Randa and LEGACY's story is one of mutual growth — what began as a simple conversation has evolved into a long-term value-added partnership.

“One of the key ingredients to Randa's success is having great business partners like LEGACY. Their continued support from transportation services to import consultations has been exceptional and we value and appreciate our longstanding relationship.”

Randy Kennedy,
Executive Vice President & Chief Logistics Officer, Randa Accessories

