

Established in 1991, Pacific Direct is a Global company that successfully provides luxury-branded products for its 5* hotel customers in 115 countries, with demanding lead times. It has manufacturing plants and offices in China, the Czech Republic, Dubai, Germany, Hong Kong, Singapore, the UK and the US.



Implementing a multi-country supply chain management solution

Benefits of the SEKO Solution

- Implemented a Global hub and spoke logistics solution to hold stock in the UK, Hong Kong, the US and Dubai
- Powered by a web-based customized technology platform for Global visibility to warehoused inventory and products in transit
- Delivered consistent service levels worldwide
- Enabled smooth international expansion

“Working with the international team at SEKO has really helped our business to serve Global client requirements. We needed warehousing in multiple territories including the UK, US, Hong Kong and Dubai, and SEKO delivered - steering us smoothly through the potential pitfalls and growing pains.”

George Allan – CEO

RETAIL
CASE STUDY



The Pacific Direct story

THE CHALLENGE

As a Global business, with a demanding and diverse client base in every geography of the world, Pacific Direct needed an inventory solution that allowed its clients to have fast replenishment of core product lines.

THE SOLUTION

SEKO now operates four regional logistics centers for Pacific Direct, managed on one Global web-based technology platform - MySEKO - which is fully integrated with Pacific Direct's own ERP system. Warehouses in London, Dubai, Hong Kong and Indianapolis allow Pacific Direct to service its regional client base, offering an order-to-cash cycle of less than three days in most cases. In addition, SEKO also provides an in-house logistics team in Pacific Direct's Hong Kong office, to manage all non-core logistics activity.

THE RESULT

Improved supply chain visibility, integrated operations and outsourcing of non-core activities has allowed Pacific Direct to focus on selling and developing its brand worldwide, whilst SEKO quietly provide a scalable Global logistics foundation to support Pacific Direct's growth and continued success.

"Delivering
five star service
worldwide."

To find out how SEKO can
help you transform your
business, please email
hello@sekologistics.com



sekologistics.com

AMERICAS: SEKO Logistics, 1100 Arlington Heights Road, Suite 600, Itasca, IL 60143, USA
Email: hello@sekologistics.com Tel: +1 630 919 4800 US Toll Free 1 800 228 2711

EMEA: SEKO Logistics, Birch House, Fairfield Avenue, Staines-upon-Thames, TW18 4AB, United Kingdom
Email: hello@sekologistics.com Tel: +44 (0)1784 417120

ASPAC: SEKO Logistics, Unit 3007 Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong
Email: hello@sekologistics.com Tel: +852 3195 3195

ANZ: SEKO Logistics, 11 Bumborah Point Road, Port Botany, NSW 2036, Australia
Email: hello@sekologistics.com Tel: +61 2 9669 4222