

Colony Brands, Inc.

Colony Brands gains
flexibility and cost savings
with BluJay

CHALLENGE

Colony Brands is the United States' first mail-order cheese business, established in 1926. Today, the company includes 10 brands, with food and non-food catalogs.

Colony Brands began by directly selling and shipping cheese by mail. In addition to cheese, the company developed brands that sell various items such as clothing, appliances, jewelry, furniture, and other general merchandise. As the first distributor of specialty food gifts by mail, Colony Brands is proud to have expanded to the West Coast.

With over 1,500,000 shipments in an eight-week long shipping peak, Colony Brands needed a solution to manage its throughput and carrier compliance along with customized labeling, and to streamline its shipping of approximately 80 percent of annual volume during the holiday peak.

QUICK FACTS

- › First mail-order cheese business in the U.S., Colony Brands has 10 brands, with food and non-food catalogs
- › Founded in 1926
- › Headquartered in Monroe, Wisconsin

BUSINESS CHALLENGE

- › Colony Brands needed a solution that provided flexibility, especially to handle its food shipping peak of over 80% of volume during an eight-week period.

RESULTS

- › With BluJay's Parcel solution, Colony Brands has automated and tailored its labeling and shipping processes to fit business needs, managing its peak more efficiently while realizing cost savings.

SOLUTION

Colony Brands began a partnership with Blujay in 2002 by selecting its Parcel solution to provide cost control, decrease volume during early December, and eliminate shipping interruptions during its peak.

Blujay Parcel is an enterprise-class multi-carrier shipping management system that supports complex, high volume, multi-locational, international and domestic shipping. It is designed to support black box or attended ship stations in complex distribution environments.

"We chose Blujay because of the Parcel technology's ease of use and the ability to do the work ourselves or with the help of Blujay's professional services if needed. Parcel gives us the ability to customize certain pieces to fit our business needs, especially our food gift packs and colored gift image printed in the middle of our postal shipping labels," says Jeff Antos, Manager Operation Systems, SC Data Center. "The flexibility of the technology has helped our team to make moves and decisions in our facilities, as well as control costs. We can handle the configuration and integrations to meet our business needs in a timely fashion."

With Blujay Parcel, Colony Brands has realized cost savings by reducing outbound carrier shipping costs, using DIM correctly with new rates, and by moving to and using rate shopping. Parcel's flexibility affords Colony Brands the ability to move the product to the cloud, leave it in an internal data center, or have a hybrid solution.

Parcel is easily connected with Colony Brands' other systems using API calls. Antos adds: "We also have Parcel heavily integrated with WMS. Some orders batch between WMS and Blujay for other orders it is real-time calls for our entire process. Messages starting from the conveyor automation to WMS and then to Parcel for the shipping labels to be generated; they continue down the conveyor without intervention, creating an automatic process."

Parcel has made Colony Brands' shipping peak time more efficient, and the company has reduced time to ship by 25 percent. Colony Brands projects more shipments, orders, and customers in the future, and the flexibility of Blujay's Parcel allows them to meet the needs of customers without breaking the bank in hardware costs.

Blujay's Parcel provides companies with the ability to maintain control and visibility of shipments as they move throughout the supply chain, and improves speed and reliability by streamlining workflows through integrating shipping solutions with existing material handling systems and host applications.

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"We chose Blujay because of the ease of use its product provides. Parcel gives us the ability to customize certain pieces to fit our business needs...it provides flexibility and cost savings."

Jeff Antos

Manager Operation Systems

SC Data Center

ABOUT BLUJAY SOLUTIONS

BLU JAY
SOLUTIONS

Blujay Solutions helps companies around the world achieve excellence in logistics and trade compliance - it's in our DNA. Through a blend of Data, Networks, and Applications, delivered in the Blujay Way, our DNA platform powers the Frictionless Supply Chain for thousands of the world's leading manufacturers, retailers, distributors, freight forwarders, customs brokers, carriers, and logistics service providers.