



UPS Supply Chain SolutionsSM

case study

Deer Stags Steps Up Service With Flexible Supply Chain

Deer Stags, Inc. is a New York-based footwear company with a reputation for comfort, style and value going back to 1929. Deer Stags emphasizes customer satisfaction and distributes a wide range of styles for men and women to more than 3,000 retailers throughout the United States. When a leading retail chain asked Deer Stags to implement a new vendor compliance program on short notice, the company was confident that it could fulfill the request with the support of UPS Supply Chain Solutions.

Client Challenge

Deer Stags manufactures premium footwear in Asia and Brazil for United States-based retail customers ranging from small independent shops to leading chain stores. The finished products are shipped from overseas to a UPS Supply Chain Solutions deconsolidation center in Auburn, Washington. UPS Supply Chain Solutions packages the footwear into individual store orders, applies barcode labels, and manages the transportation of the orders to retailers. Each retail customer has specific vendor requirements, such as attaching price tickets to the eyelets of the shoes or marking cartons with various color codes. UPS Supply Chain Solutions helps Deer Stags meet those requirements with ease.

Shortly after Deer Stags secured the business of a leading department store chain, the chain asked Deer Stags to fulfill a special order that required an entirely new program for vendor compliance. The department store requested that Deer Stags send the footwear directly from the factory in Brazil to the chain's regional distribution center in Texas. The Brazilian factory was not equipped to perform the specialized processes needed to package the footwear for individual store orders, or to label them with the barcodes that would allow Deer Stags to track the orders electronically. These processes were crucial to satisfy the exacting needs of the department store chain for proper labeling, packaging and on-time delivery.

"We had to quickly figure out a way to get the labeling process done at the Brazilian factory, and have the factory pack the merchandise exactly right, and then collect that labeling and packing data and send it electronically to the department store chain," said Deborah Gregor, Vice President of Information Technology for Deer Stags.

Deer Stags Consumer Goods

GEOGRAPHIC AREA SERVED

Asia, Brazil, United States

CHALLENGE

Comply with strict vendor requirements set by Deer Stags' retail customers for the labeling, packaging and delivery of footwear, and adapt rapidly to ongoing changes to these requirements.

SOLUTION

A flexible, synchronized supply chain, with a worldwide network, that can quickly adapt and tailor advanced technology and specialized services to meet changing business needs.

RESULTS

- Three major retailers honored Deer Stags as footwear "Vendor of the Year"
- Gained new vendor compliance capabilities with broad applications
- Enhanced potential to expand business

“Because of the longstanding relationship we have with UPS Supply Chain Solutions, we were confident that we could entrust their team with this challenge,” Gregor said. “They didn’t let us down.”

Our Solution

UPS Supply Chain Solutions synchronized the flow of goods from Brazil and the United States. Working closely with Deer Stags to quickly generate barcode labels compatible with the systems of both Deer Stags and the department store chain, UPS Supply Chain Solutions packaged the orders in Brazil in line with the department store’s requirements. UPS Supply Chain Solutions ensured that the barcodes were properly scanned and the data was uploaded to the Deer Stags system, then cleared the orders through Customs and forwarded them to the retailer’s distribution center in Texas.

“I was impressed by how rapidly UPS Supply Chain Solutions was able to put the process together for a new vendor compliance program and get the product flowing,” Gregor said. “We were able to accommodate a very important customer because their team helped us to quickly scope the challenge and execute a start-to-finish solution.”

The department store chain was so pleased with Deer Stags’ customer service that it named Deer Stags the footwear Vendor of the Year. Deer Stags received similar honors from two other retailers.

“UPS Supply Chain Solutions contributed to us winning these honors,” Gregor said. “All of the support they give us on a day-to-day basis, as well as for special projects, have a great deal of impact on our ability to service our customers.”

The new program out of Brazil has given Deer Stags more leverage to grow its business.

“The success of the program has provided us with another venue of shipment and delivery that enhances our viability as a vendor,” Gregor said. “In the wholesale footwear business, you have to be quick on your feet to stay on top. UPS Supply Chain Solutions gives us the extra speed and flexibility we need to respond quickly to our customers.”

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—Deborah Gregor

Vice President of Information Technology

Deer Stags, Inc.

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