



case study

Precision Dynamics

Manufacturing

GEOGRAPHIC AREA SERVED

United States

CHALLENGE

- Establish faster, more reliable delivery of time-critical products
- Eliminate time-consuming administrative procedures

SOLUTION

- Integrate UPS Trade DirectSM Cross Border with operations at new facility
- Standardize pickups and provide single point of contact

RESULTS

- Order-to-delivery cycle reduced by two days
- Improved visibility
- Reduced administration and warehousing expenditures
- Efficient, streamlined supply chain

Rolling Up Our Sleeves for Precision Dynamics

Precision Dynamics Corporation, based in San Fernando, California, is the largest manufacturer of custom identification wristbands in the United States. From its state-of-the-art manufacturing facilities in California, Mexico and Belgium, the company supplies hospitals, law enforcement agencies and event producers around the world. Precision Dynamics has become a pioneer in the development of automatic identification solutions. These include revolutionary barcode and radio frequency identification wristband systems that provide total accuracy, superior security and streamlined operations for their customers' increasingly sophisticated requirements.

Client Challenge

In the wristband identification market, timing is crucial. Event producers — one of Precision Dynamics' largest customer categories — require wristbands to validate patron admission to venues at specific show times. In this market, a late shipment is a worthless shipment.

"The majority of our business caters to customers with date-sensitive events," said Precision Dynamics plant manager, Daniel Gonzalez. "We need to make sure that our product gets there on time, every time. It's part of our mission statement."

In order to stay ahead in a very competitive market, Precision Dynamics was trying to find operational efficiencies that would ensure a 100 percent order fulfillment rate. In the process, the company ended up totally revamping its supply chain, adding a new manufacturing facility in Tijuana, Mexico.

"Our biggest obstacle since adding our Mexico operation has been solving all of the logistical challenges around shipping and delivery across the border on time, every time," explained Gonzalez. "I'm not a shipping expert — I don't *want* to be a shipping expert. I want to be an expert at building great products that we can ship on time."

Precision Dynamics needed a solution that freed it from the administrative hassles of coordinating separate trucking, customs brokerage and freight forwarding companies.

After putting the business out to bid, it quickly became evident that UPS was the only company with the integrated solution they were looking for.

UPS Solution

UPS worked with Precision Dynamics to understand their business, then helped them to integrate UPS Trade DirectSM Cross Border into their day-to-day shipping schedule.

“One thing I enjoy about UPS is our very good working relationship. They are true problem solvers. They’ve helped us implement the systems necessary for dependable shipping across the border,” said Gonzalez.

Since using UPS Trade Direct Cross Border, Precision Dynamics has cut two days off transit times between its Tijuana factory and U.S. customers. And, it’s dramatically reduced Gonzalez’s to-do list.

“UPS Trade Direct really does offer a one-stop solution. We don’t need staff to administer all the various shipping transactions involved using the old method. We just call UPS, and they take care of everything. They pick our product up at our door every morning and they take care of all the logistics, the customs brokerage, the warehousing and make the final delivery to the customer — on time.”

Precision Dynamics also has visibility of its shipments from origin to destination, which adds value for both the company and their customers. Gonzalez adds, “If I want to track that shipment using the Internet, I can. And if my customer wants to track their shipment, they can, too. I don’t have to worry about a thing.”

No More Wrist-Wringing

For Daniel Gonzalez, Trade Direct Cross Border is a hands-down winner. It’s shortened his shipping cycle, reduced his need for warehousing and slashed his administrative requirements. And, the experience has changed the way he sees one of his most trusted business partners.

“What I like about UPS is their ability to instill confidence in their customers. Everybody knows UPS, its excellent reputation and track record. They give us confidence that our shipment is going to be there on time, so we can focus on growing our business.

“UPS is doing a lot more for us than I ever thought a shipping company could. We get it all under one umbrella — all under UPS.”

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— Daniel Gonzalez
Plant Manager
Precision Dynamics Corporation

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