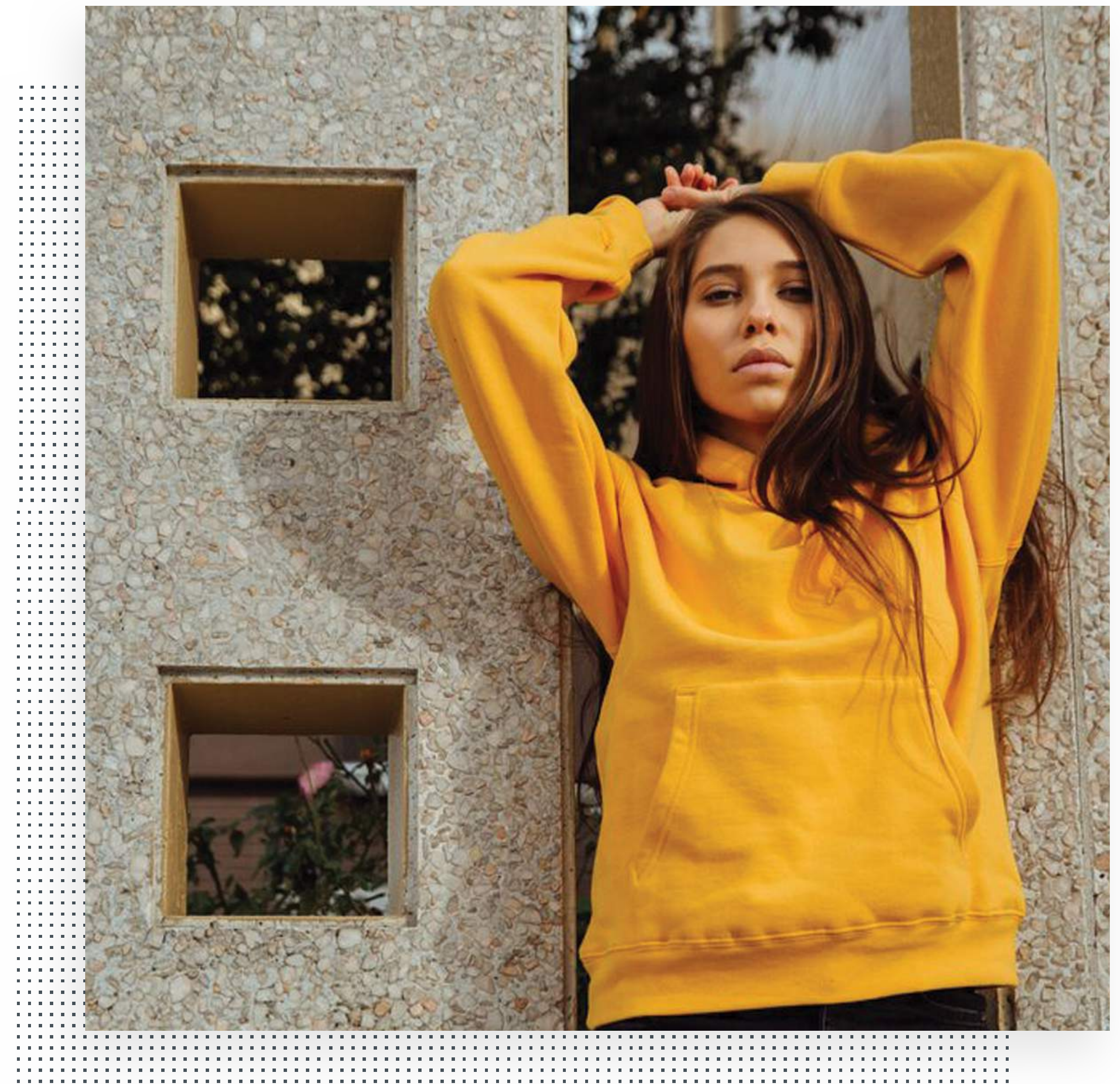


Featured Company **BEIMAR**

Same-Day Freight, Now the Standard in Apparel

"Mothership's same-day delivery has been a game-changer for us. It's the standard now."

Luis Castillo
Operations Manager, Beimar Apparel



Higher Quality Wholesale

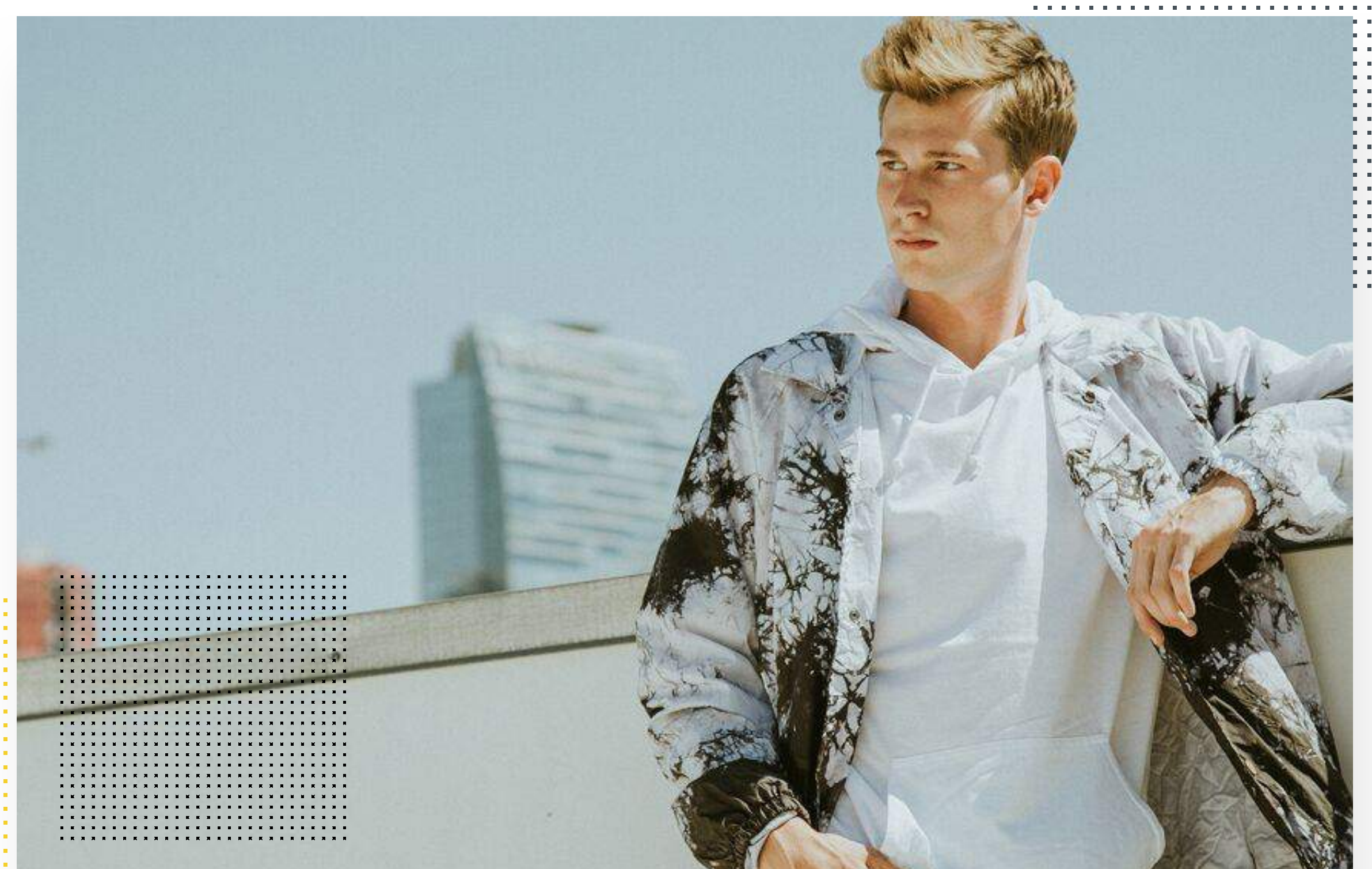
Beimar is one of the most prominent clothing wholesalers in Southern California, supplying apparel manufacturers with the highest quality garments available for screenprinting, embroidery, appliqué, and more. Now with over 30 years as a dominating force in the clothing market, Beimar now distributes 1.5 million items yearly to companies all over the world. As with many wholesalers, a large portion of their business is devoted to the ever-expanding promotional products industry. And while many other wholesalers produce low-quality items for single-use, Beimar prides itself in using the highest grade yarn for enhanced durability and extended wear.

Keeping up with On-Demand Expectations

Luis Castillo has worked with Beimar for 18 years as Beimar's Operations Manager, overseeing logistics and supply chain for the company. He manages imports from Asia and predominantly arranges distribution of products through parcel and LTL freight in the United States. An important function of the operations team is to help Beimar adapt to massive shifts in the apparel market, specifically the expectation to align with an on-demand consumer mentality. "Domestically, we ship on a per-order basis based on demand, so we constantly have to have product on-hand that's ready to sell," Castillo states.

"The market has switched. Now customers need product immediately as opposed to being able to wait."

However many of the freight companies Beimar worked with were unable to meet their needs for on-demand shipping. "Speed is key. Many carriers' weaknesses were in the time of transit," Castillo says. "Fast shipping times allows our clients to meet deadlines. The faster we're able to get the product to the customer, the faster we're able to move to the next order."

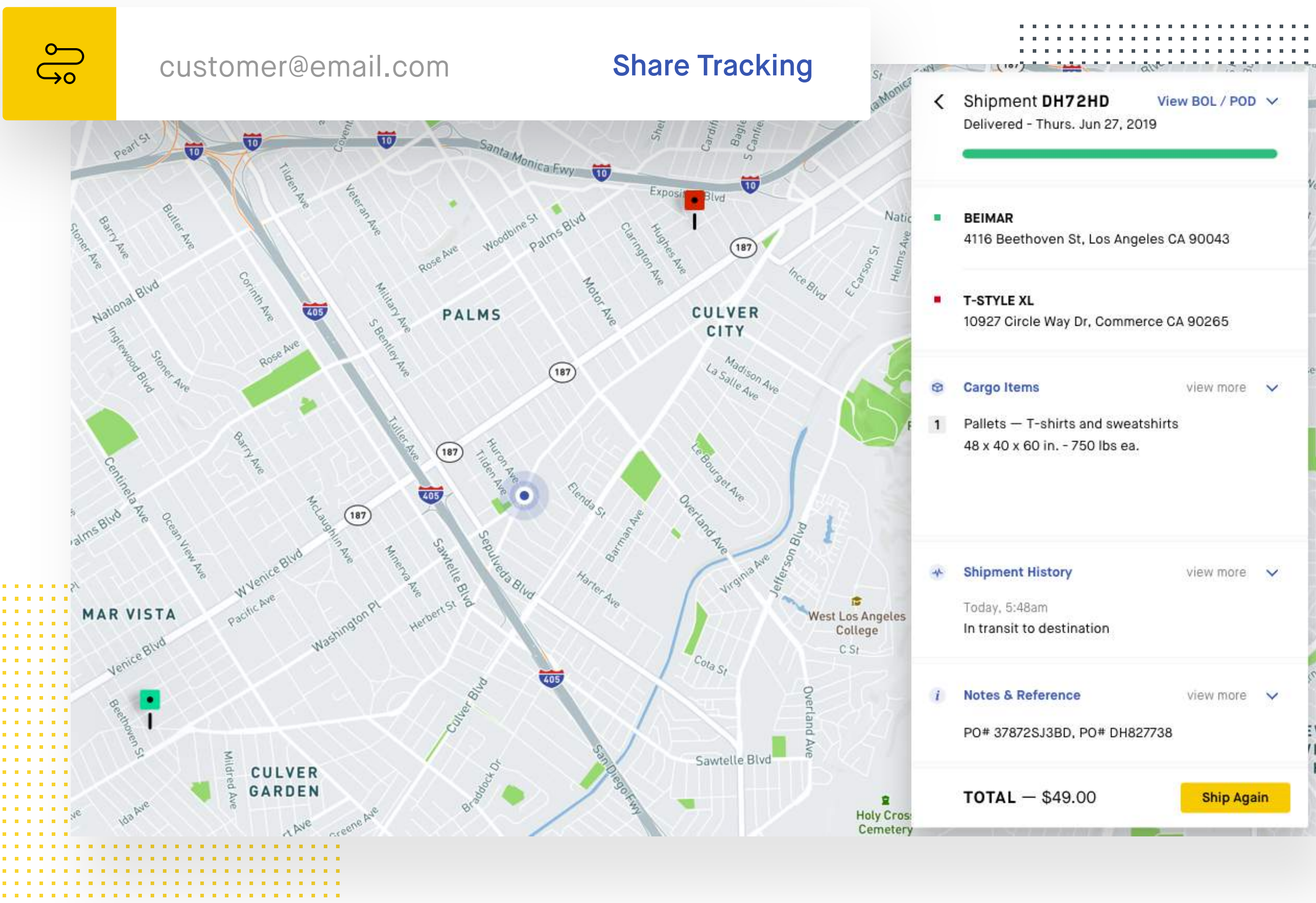


Additionally, these carriers didn't give Beimar the tools to be successful when dealing with heightened demands from customers. "We couldn't use a website to know the exact location of our freight," Castillo recalls. "We had to contact trucks directly to get ETAs."

Same-Day Freight is Apparel's Secret Weapon

Eventually the Beimar operations team discovered Mothership and were pleased to learn that he could ship freight same-day for the same price as next-day carriers. "Quick turnaround is a key factor in choosing who we ship with," Castillo asserts.

"Same-day shipping was the main factor in us partnering with Mothership. It gives us a competitive advantage."



Mothership's most useful tool, according to Castillo, is the real-time tracking dashboard. The Beimar team frequently shares tracking with clients to provide visibility into the precise location of their freight.

"Our customers want to know when their shipment will arrive because it helps them plan," Castillo states. "Being able to provide them with live tracking helps them tremendously in terms of scheduling arrival of merchandise." This is especially important considering the increased expectation for ultra-fast, reliable shipping for apparel ordered online.

Not only are Beimar's customers happier with increased transparency, but giving clients access to the Mothership tracking dashboard makes the whole operation more efficient. "Sharing tracking saves a lot of time since we don't have to make calls or send emails and then wait for replies," Castillo says. "This feature saves us at least five hours per week."

Same-Day
Delivers today

\$49

According to Castillo, Mothership has been integral to Beimar's recent growth. "We began promoting Mothership's same-day delivery with our bigger accounts which led to growth in their orders," Castillo says. "It has been a game-changer for us." And growth isn't stopping: looking into the future, Beimar plans to double their facility size and partner with large apparel distributors to scale up their reach. "When we grow, we need to have a reliable form of transportation with reliable tracking," Castillo says. "We'll be increasing volume with Mothership as we get more inventory and ship to a growing number of large accounts."