



## PERSONAL CARE AND FRAGRANCE CASE STUDY

### VALUE DELIVERED:

**MORE THAN \$270K IN SAVINGS THROUGH BETTER ROUTING AND MODE SHIFTS**

**SAVED OVER \$690K THROUGH AUDITING AND ACCESSORIAL FEE AVOIDANCE**

### CUSTOMER

A leading fragrance manufacturer and one of the nation's most prominent consumer brands—with 2,000 retail locations across the U.S. and Canada—partnered with Jarrett to streamline its complex supply chain.

Known for its top-selling personal care and home fragrance products, the company relied on Jarrett to optimize the movement of raw materials and components between third-party vendors, improving both efficiency and visibility across its network.

### THE CHALLENGE

The client experienced escalating costs and operational inefficiencies in their LTL shipping program, which were further compounded by industry-wide changes. Key challenges included:

- **Overdependence on a single carrier**
- **Lack of vendor-level visibility**
- **Inefficient freight prioritization**

Perhaps the most critical challenge was the major reclassification of thousands of commodities by the National Motor Freight Classification (NMFC) system. These changes introduced density-based pricing for several of the client's top commodities, posing a significant financial and strategic risk.



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### THE SOLUTION

Jarrett's partnership delivered immediate operational improvements and long-term strategic guidance, with a particular focus on helping the client navigate the NMFC changes. As soon as the NMFC changes were announced, Jarrett's classification experts provided a clear, digestible analysis of how the client's most commonly shipped materials would be affected.

### Custom Density and Class Modeling Tool

Jarrett developed a modeling tool that analyzed the client's shipping data and forecasted how the new NMFC classifications might impact freight charges. The tool factored in dimensional weight, commodity type and carrier rate structures, giving the client a detailed risk model for cost exposure.

### Strategic Guidance on Classification Response

Based on the modeling, Jarrett outlined two viable strategies:

- **Reactive Approach:** Continue current practices and monitor how carriers reclassify shipments.
- **Proactive Approach:** Pre-assign updated density-based classes to avoid unexpected charges.

The client chose the reactive approach, supported by Jarrett's ongoing monitoring and analytics to flag any carrier reclassifications or rate increases.

### Carrier Diversification and Cost Optimization

Jarrett broadened the carrier mix by introducing regional providers better suited to the client's shipping profile. This diversification, combined with a review of service level utilization, resulted in significant cost reductions without sacrificing transit performance.

### Vendor Performance Visibility

Jarrett created custom reports focused on vendor-level metrics—such as shipping frequency, freight cost and service compliance—allowing the client to identify patterns and hold vendors accountable. These insights were critical to understanding how NMFC changes could vary based on vendor shipping practices.

### Scalable Framework for Retail Supply Chains

Jarrett's approach now serves as a framework for other retail and manufacturing partners navigating similar NMFC changes and complex vendor networks. Jarrett's ability to translate regulatory change into actionable logistics strategy set a new benchmark for proactive client service.