

MORE THAN FOUR WALLS:

Three Qualities of Exceptional Warehousing

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Exceptional Warehousing



Logistics providers are no longer defined by office or warehouse locations. Technology, transparency, integrated services, and excellent customer service all contribute to a solution set that can make the geographic area a consideration but not a deal breaker.

That said, a 3PL, with assets strategically nestled in the core of a bustling commercial and industrial zone, can provide quick access to major highways, transportation hubs, and hungry population centers. Such a favorable positioning enables customers to swiftly and seamlessly transport inbound and outbound goods, reducing transit times and enhancing overall efficiency. When businesses partner with Wavepoint 3PL, they're getting more than just a physical space to store goods. They're getting a partner who understands the importance of efficiency, accuracy, and reliability. Moreover, they're partnering with a service-centric company committed to building long-term relationships and supporting their success for years to come.

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Strategic Location: The Key to Reducing Lead Times and Costs While Enhancing Service

Employing a regional warehouse network is a decentralized supply chain strategy designed to reduce overall logistics expenses by pushing inventory closer to consumption. By positioning facilities closer to dense populations and major markets, shippers can reduce final delivery time while decreasing transportation miles significantly, utilizing truckload or rail to the regional DC and then LTL or parcel in the final mile.

Take the Northeast, for example. Pennsylvania's central location in the northeastern United States makes it an ideal choice for warehouse and distribution centers. With access to major highways such as I-76 (the Pennsylvania Turnpike), I-95, I-81, and I-476, the state offers easy access to densely populated urban areas and major metropolitan markets throughout the East Coast region, as well as Canada.

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Multi-modal Solutions

The presence of multiple intermodal terminals across the state, such as the Port of Philadelphia, provides opportunities for shippers to transfer cargo between rail, road, and water modes, allowing for flexible and cost-effective multi-modal solutions. Additionally, Pennsylvania's network of freight rail lines operated by CSX, Norfolk Southern, and Canadian Pacific Railway offers fast and efficient transport options for shipping heavy loads over long distances.

By strategically locating, companies can consolidate their inventories and minimize backhaul trips, leading to significant savings in transportation costs and increased operational efficiencies. In turn, the proximity of PA's prime interstate highway and intermodal connections translate into shorter transit times for deliveries, improved responsiveness to changing market conditions, and ultimately better customer satisfaction.

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"Pennsylvania is located within a day's drive of nearly 40 percent of the United States population and 60 percent of the Canadian population and purchasing power, including four of the 10 largest markets in the United States."

Pennsylvania Department of Community and Economic Development





Transparency: Building Trust and Streamlining Operations

But location only gets you so far; you still need a service-centric 3PL. A collaborative warehousing partner will blend **superior service with robust warehouse technology**, empowering your team to move quickly, make informed decisions on order fulfillment and stock replenishment, and reduce the risk of stockouts or backorders. Said another way, a fluid 3PL will act as an extension of your business without the burden of fixed overhead.

Ultimately, you want to find a **balance between optimal costs and service**. If one has to choose, go for a provider who demonstrates excellent communication skills and is committed to ensuring customer satisfaction. This indicates that they place importance on efficient operations and building positive relationships with clients like yourself, which would likely create a greater return on investment.

Transparency is incredibly important in any aspect of business, especially regarding warehousing. Real-time order and inventory status displayed on a SaaS WMS dashboard ensures everyone knows exactly what's happening and when. This straightforward communication fosters stronger, more robust working relationships among stakeholders, enabling faster, evidence-based decisions. This level of communication leads to clarifying problems quickly and fixing mistakes speedily. All parties can then focus on where it matters most, i.e., creating innovative value-added solutions.

“While cost cutting is clearly a high priority, another value is far more important to shippers than cost: great customer service. According to 62% of the shippers who took part in the survey, poor customer service is the factor most likely to torpedo a relationship with a 3PL. Another 10% cite failed expectations, which could include failure to deliver on promises or communicate clearly, both important elements of service.” *Inbound Logistics*

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Choose A Fluid, Integrated 3PL Partner

Partnering with an integrated 3PL provider – offering dry and refrigerated warehousing + trucking capabilities – removes the cumbersome aspects of multiple service silos and simplifies inbound management, inventory programs, outbound mixing, and mixing consolidation, and distribution. There are fewer handoffs or misinterpretations; fewer touchpoints mean less damage. Order changes or hot shot fulfillment are more easily communicated between associates rather than between vendors.

Scalability should also be on the shortlist of service points. Does your warehousing resource have the capacity to absorb sudden seasonal or fast-track growth sales spikes? Is there additional overflow space available that meets your criteria? Fluid, scalable logistics services allow you to expand into new markets or regions without having to invest in additional infrastructure or resources. By partnering with a logistics provider such as Wavepoint that offers scalable warehousing, you can delegate developing a new solution to your growing needs while you focus on your core business.

Ideally, you've chosen a 3PL such as Wavepoint, whose entire business model is built on single-source flexibility, scalability, and responsiveness.



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What makes **Wavepoint 3PL** a better solution?

If you're looking for ways to reduce your shipping and logistics costs, working with a 3PL can be the ideal solution. Choosing the right 3PL provider is essential to ensuring that your supply chain needs are well-handled and that they represent an asset to your business. Ask a supply chain professional at Wavepoint 3PL how our engineered approach to structuring 3PL services will assure your outsourcing success.

Wavepoint 3PL will help you develop a metrics-based analysis of current supply chain operations to evaluate performance as it relates to:

- ▶ **Bottom-line efficiencies**
- ▶ **Corporate objectives**
- ▶ **KPIs measured against best practices**

Our optimization and modeling tools support supply chain evaluations, facility network appraisals, transportation assessments, and warehousing and inventory analysis.

Wavepoint 3PL is your flexible logistic services provider for streamlined solutions from LTL and truckload services through an asset-based fleet; warehouse and inventory management in food grade facilities; and technology-enabled omnichannel fulfillment services, among other value-added offerings.

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Ready for change? Connect with the Wavepoint 3PL team today.

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