



LIGHTENING^{the}LOAD

with Good Earth Lighting, LLC

PROBLEM: After experiencing quality issues across the board and increases in shipping costs, Good Earth Lighting, LLC decided to shift from an overseas manufacturer to a domestic supplier. As a company that provides high-tech and eco-friendly light fixtures to big-box stores, it is important for the quality of their packaging to reflect the quality of their products.

PROCESS: After deciding to partner with CDP and knowing that US corrugate prices would be significantly higher than what they paid in the past, Good Earth Lighting Director of Sales, David Yarborough, challenged CDP to re-design their displays and provide efficient shipping solutions with cost savings in mind.

SOLUTION: CDP made structural modifications to a majority of the displays to make them both structurally sound and visually appealing. Some components were combined to fit numerous products in an attempt to save on tooling costs. For example, the Motion Activated Security Light display (below) includes a tear away in the front panel to accommodate a different product.

Not only did CDP provide **premium printing and structural design** options, but also the opportunity to have the **displays fully assembled and stocked** in their warehouse. Master cartons of product were shipped to CDP for this process, eliminating the shipping cost of moving product more than once. Having the displays assembled and fulfilled state-side by CDP benefitted both Good Earth Lighting and the retail stores the displays would be arriving at by assuring they were assembled correctly and in a timely manner.

Results at a Glance

- A. Significant cost savings on shipping.
- B. Increased quality and organization of day-to-day project management.

Capabilities Used

- Shipping Logistics
- Structural Design
- Assembly & Fulfillment

“ The results have been phenomenal! We had a successful Q3 with 6 total displays going out successfully. CDP and the entire team have been great to work with – from quick turn arounds, to getting mock-ups delivered to the planogram facility, to all the paperwork associated with shipping, they have really taken the load off our logistics team. ”

David Yarborough, Director of Sales
for Good Earth Lighting

