



CASE STUDY

CORE HEALTH & FITNESS BULKS UP ITS LOGISTICS WITH REDWOOD

BACKGROUND

Headquartered in Vancouver, Washington, Core Health & Fitness is a leading manufacturer, seller, installer and supporter of high-quality commercial fitness equipment. Core Health & Fitness manufactures a wide variety of top-tier brands, including StairMaster, Schwinn, Nautilus, Star Trac, Throwdown and Wexer. The company also designs fitness centers, selects equipment, and introduces new technology and design elements.

THE CHALLENGE

Core Health & Fitness had a global supply chain that was already complicated, characterized by evolving partnerships. The supply chain was further strained by the pandemic and the changing consumer habits that accompanied it — from an early explosion in at-home gym equipment purchases to the return to the “new normal” at different times in different places. With a firm commitment to enhancing the customer experience, while extracting a greater return from its technology investments, Core Health & Fitness sought a logistics partner with staying power.

THE SOLUTION

Redwood delivered a unique combination of logistics execution and supply chain technology to improve overall business processes, service levels, and user experiences for both customers and internal stakeholders. An implementation of OTM (Oracle Transportation Management) and Oracle’s GTM (Global Trade Management) formed the starting point to upgrade Core Health & Fitness’ tech stack. Redwood was also able to integrate project44 into the solution via RedwoodConnect for enhanced visibility. Redwood also analyzed the company’s less than-truckload (LTL) shipping data to determine that LTL rate savings could fund some of the technology enhancements.

THE RESULTS

The results have been transformative. Redwood procured nearly 9% LTL cost savings for Core Health & Fitness, enabling the company to invest in technology upgrades that provide end-to-end visibility. Core Health & Fitness can also mitigate the ongoing maintenance and support requirements of its future-state logistics technology. With increased visibility and nimbleness, Core Health & Fitness can now integrate its entire global supply chain to provide agile service to its customers and partners, without being hampered by a legacy framework.



CORE HEALTH & FITNESS

MARKET

- Fitness equipment manufacturer

KEY TOOLS & SOLUTION

- Oracle OTM and GTM implementation
- Implementation of project44 for visibility
- RedwoodConnect for systems integration
- LTL cost-savings analysis

ADDITIONAL BENEFITS

- 9% savings on LTL freight charges
- Fully integrated supply chain, for end-to-end visibility
- Improved agility and responsiveness

“Our partnership with Redwood Logistics has been instrumental in overcoming the supply chain challenges brought forth by the pandemic. Redwood’s robust, fully integrated solution has provided us with the end-to-end visibility we required to enhance our global manufacturing supply chain. We’re now not only able to ensure a seamless customer experience, but also to further solidify our commitment to quality and innovation in the fitness industry.”

Ken Eastman
Chief Information Officer