



## OPPORTUNITY/CHALLENGE

Lasko is the leading U.S. manufacturer of portable electric fans with distribution worldwide. Humidifiers, portable heaters, tree stands, and utility boxes are among other product lines designed and produced by the Pennsylvania-based company.

Transwestern was tasked with sourcing a low-cost warehouse in the Dallas/Fort Worth market to provide an intermediate site for their finished product before final distribution. They had previously utilized a third-party logistics company for this need, but wanted full control of their supply if the costs could justify such a move.

## SOLUTION

Transwestern identified several possible locations in the DFW area that would fulfill Lasko's unique requirements. A final site was selected, further negotiations took place, and a long-term lease was signed.

## VALUE ADDED BY TRANSWESTERN

Transwestern was able to quickly find a site and negotiate a rate so low that it justified Lasko signing a long-term lease on the property. The selected site was also in extremely close proximity to their current manufacturing site, further reducing distribution costs.

Lasko discontinued their reliance on a third-party logistics company, brought their distribution in-house, and created a dramatically more cost-effective process.