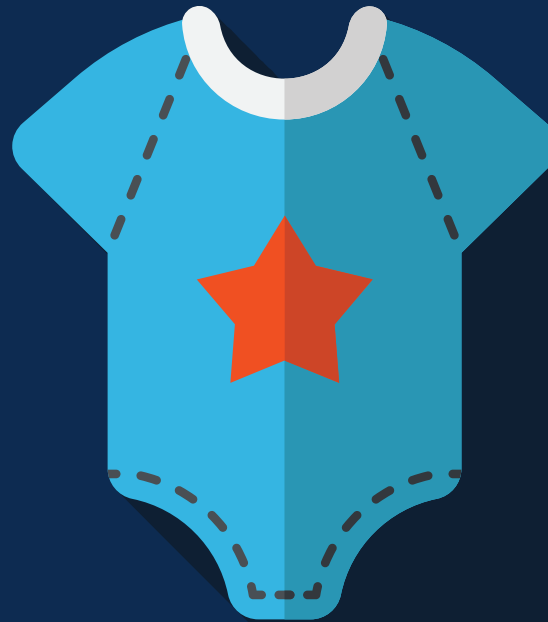


# GERBER CHILDRENSWEAR CASE STUDY



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# GERBER CHILDRENSWEAR

Established in 1928, Gerber Childrenswear, headquartered in Greenville, South Carolina, is a leading marketer of infant and toddler apparel and children's everyday basic/fashion apparel under the licensed brands Gerber, New Balance, Jockey and NFL. Gerber Childrenswear apparel is sold at major high-volume retail stores throughout the U.S., such as Target and Walmart, as well as through e-commerce channels.

As a large volume importer, Gerber Childrenswear uses South Carolina Ports Authority (SC Ports) as its exclusive gateway for shipments from Asia. The Port's high productivity levels, including 30-minute or less truck turn times for single missions, enable drivers to complete multiple turns each day. The reliable operations of SC Ports supports Gerber Childrenswear's intense focus on reliable supply chain performance, which is critical to delivering excellent service to its customers.





## BUSINESS CHALLENGE

Gerber needed a new DC (distribution center) location for Gerber Childrenswear import shipments handled by the Port of Charleston to serve as the central distribution point for product moving to U.S. mass-merchandise retail customers and online purchasers.

In addition to establishing a new DC, GCW wanted to reduce supply chain risk to ensure the timely flow of goods to customers. Navigating ever-changing market conditions - such as evolving ocean carrier alliance structures, circumstances impacting ocean freight schedules, and the financial stability of ocean carriers - was both a priority and a challenge for GCW.

# SOLUTION

Gerber Childrenswear worked closely with its dedicated business partner, the SC Ports Supply Chain Authority Team, to review options for a new DC location. The Supply Chain Authority supported Gerber as its team examined the best locations and properties; market intelligence, including local DC employee wages; and eligible incentives. The SC Ports Supply Chain Authority Team develops incentive summaries for Port customers to provide assistance and

clarity on available incentives based upon project qualifications, including staffing needs, wages and capital investment.

Gerber sees the Supply Chain Authority as a strong asset that offers a high-level of customer care and proactive issue resolution. With boots on the ground, SC Ports has the knowledge and experience to help Gerber Childrenswear address challenging market conditions and access timely, accurate ocean carrier service

options. Gerber has trusted in SC Ports as a “do it right the first time” partner.

Berkeley County, South Carolina, just 25 miles northwest of the Port of Charleston, was selected for the Gerber Childrenswear 477,000 square-foot DC. The facility’s location, in a 400-acre industrial campus off Interstate 26, affords GCW the optimal solution to meet their speed-to-market requirements.

