

HIMATSINGKA CASE STUDY



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HIMATSIINGKA

Founded in 1985, Himatsingka manufactures and distributes Home Textile products in Asia, Europe, and North and South America. Himatsingka America represents major brands such as Calvin Klein Home, Tommy Hilfiger, Copperfit and Barbara Barry, while also catering to major retailers' private label programs.

With manufacturing facilities in both India and China, the company is keenly focused on supply chain and logistics practices that are both efficient and reliable to ensure customers receive shipments as expected. A well-running supply chain and distribution network is the backbone of Himatsingka's operations and customer service.

New York City, once known as the center of textile manufacturing, is home to Himatsingka's North American headquarters. Their main U.S. East Coast distribution center (DC) is located in Spartanburg, South Carolina.



BUSINESS CHALLENGE

The company was challenged with devising a more favorable, well-timed and less costly logistics and distribution strategy for their imports into the U.S. At the time, Himatsingka was using the Port of Charleston and other adjacent ports of entry for import goods.

SOLUTION

Building strong, responsive business relationships is central to the SC Ports Supply Chain Authority Team. To assist Himatsingka, the Supply Chain Authority worked collaboratively with the Director of Supply Chain Operations at Himatsingka in Spartanburg, and their ocean freight buyers in India, to review inbound container shipping services and develop an intermodal solution that would add value and expedite freight moves.

The intermodal solution? Short-haul rail from the Port of Charleston to Inland Port Greer to take advantage of SC Ports' well-planned infrastructure, communication and reliability. Himatsingka's import shipments move quickly from the marine terminal to Inland Port Greer, which is a short distance from their DC in Spartanburg.

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**“The value of using
Inland Port Greer for our
intermodal needs is a
savings of approximately
\$150 per container.”**

SHIVAKUMAR BASAVANAHALLY
Director of Supply Chain Operations
Himatsingka America

SOLUTION

The close proximity of Inland Port Greer and Himatsingka's DC significantly reduces truck miles and related challenges of truck capacity. Additionally, since containers move quickly from Charleston to Inland Port Greer, the chance of detention and demurrage charges are reduced.

Inland Port Greer's 24 hours a day, 7 days a week operation also provides flexibility and ease of access for drayage,

which reduces unproductive hours. South Carolina Ports' ongoing container tracking also offers clear visibility to containers, providing Himatsingka with timely access to imports so they quickly move from DC to market.

"We're pleased to have a close working relationship with Himatsingka. Every week, we alert them when their cargo has arrived at Inland Port Greer and is ready for delivery to their DC. This helps

maintain supply chain velocity, which aids in effectively moving Himatsingka products to their customers," said Liz Gillman, Sales and Operations Manager at Inland Port Greer.

Once the short haul rail solution via Inland Port Greer proved its value, Himatsingka selected the Port of Charleston as its only port of entry on the U.S. East Coast.

