



## CASE STUDY



Spirit Halloween is the largest Halloween retailer in North America, with over 1,450 pop-up locations in strip centers and malls across North America. Celebrating nearly four decades of business, Spirit has cemented its position as the premier destination for all things Halloween.

Since 1983 Spirit Halloween has offered a one-of-a-kind experience that remains unmatched in the industry. Stores begin to open as early as July, marking the highly anticipated start of the Halloween season. Die-hard Halloween enthusiasts ready to celebrate around the clock can visit Spirit's online store, available year-round.

## PGL Company Profile

PGL provides intelligent supply chain solutions that go beyond 3PL for virtually all key industry sectors, including:

- ▶ Aerospace
- ▶ E-Commerce
- ▶ Government
- ▶ High Tech
- ▶ Hospitality
- ▶ Industrials
- ▶ Oil & Gas
- ▶ Pharma & Healthcare
- ▶ Trade Show
- ▶ Retail

# Halloween should be scary, but your 3PL solutions don't have to be

## THE OPPORTUNITY

Have you ever wondered how a seasonal pop-up store like Spirit Halloween can seem to appear out of nowhere, taking a vacant retail space to a bustling store practically overnight?

The answer isn't as mysterious as what you may find inside, as it comes down to the efforts of a well-organized company and the partnerships that they leverage to make it all happen. This is more simple to say than it is to execute, of course, with hundreds of stores, thousands of SKU's and millions of individual products, there are plenty of challenges to face and problems to solve. That's where PGL comes in.

## THE EXECUTION

Part of the complexity inherent in a project such as this lies in the kitting involved in grouping a dazzling array of products at the individual store level, making sure that each location is delivered a full inventory that is as accessible as possible. This process starts when we receive inbound shipments: utilizing a conveyor, the boxes are unloaded with labels facing out and sorted into different paletts, one for each store location, and the new inventory is entered into the WMS (Warehouse Management System).

In this case, we paired the Depasco WMS to handle warehouse inventory with the customer's preferred scanning system, Zebra. This is where we really get to shine, showcasing the adaptability that is central to PGL operations, we were able to

create a workflow that maximizes the effectiveness and visibility provided by these two disparate systems.

The newly sorted and palletized product is packed efficiently into our warehouse racks and ready for distribution

### PGL Services Utilized

- ▶ Coordinating transportation for inbound warehousing and outbound distribution
- ▶ Established effective receiving and fulfillment processes, including kitting
- ▶ Deployed an advanced warehouse management system to facilitate inventory management
- ▶ Paired the WMS with the Zebra scanning system

## THE OUTCOME

PGL was able to install fully-customized, full-scope solutions that bring order and efficiency to this seasonal retail giant's annual efforts to be the one-stop shop for Halloween fun!



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