

### Challenge:

mophie is a booming success, with year-over-year triple-digit growth. Its astounding advancement, mostly from sales of innovative battery packs for smartphones, resulted in a 2012 ranking by Inc. 500|5000 as one of the fastest-growing private companies in America. Growth like this brings enormous challenges; to fully support its rising demand, mophie urgently needed a world-class supply chain.

### Solution:

UPS morphed mophie from loose-package shipments, produced at multiple China sources, to carefully staged, air freight pallet shipments out of Hong Kong (shipments now leave Shenzhen). UPS addressed exacting receiving requirements of mophie's anchor retail customers and cut a full day off transit time.



## ELECTRIFYING!

### UPS KEEPS HIGH-TECH COMPANY MOPHIE IN CHARGE OF SUPPLY CHAIN AND GROWTH

"Our products are in such high demand and life cycles are so short that we must get them into our customers' hands as quickly as possible," said mophie's Director of Operations, Don Danielson. "Demand keeps us moving."

In 2012, exploding growth and expanding product lines kinked mophie's supply chain. Previously, the Michigan-based company shipped individual packages from various sources in China to its big retailers. Eventually, sheer volume brought demands from retailers for new shipping methods — or else.

The mophie team looked to UPS for solutions.

Working to careful specifications from retailers, UPS creatively devised a way to marshal products from multiple manufacturers and then ship them by pallet from China to the U.S. It takes just one day using UPS Worldwide Express Freight™.

In short, UPS consolidated 10,000 individual packages — these took hours to manually process — into 10 precisely packed pallets that customers could move by forklift in 20 minutes.

This fine-tuning produced more efficient business practices for mophie, as well as retailers, who were elated with the improvements. Faster transit times and other organizational improvements, along with reduced complexity in the receiving process, gave retailers the ability to have mophie products on shelves a full day earlier than with the previous shipping method. Consumer electronics is fiercely competitive, with speed-to-market a key strategy in staying at the forefront.



WE ♥ LOGISTICS™

“UPS Worldwide Express Freight allowed mophie to remain in control of routing its freight,” said a Senior Account Manager for UPS, “and created a process to streamline efficiencies and significantly enhance the flow of the overall supply chain.”

## VISIBILITY KEEPS MOPHIE HOME

Retailers want high-value consumer products in stores as soon as possible, and so do manufacturers. This drove the palletization of shipments for direct delivery to retailer warehouses.

UPS handles other shipments, too. About 20 percent of mophie products fly in from China at one distribution center in Paw Paw, Michigan, where mophie fulfills e-commerce orders. Other products wing into Orange County, California, for general stateside distribution. (UPS will also deliver mophie products to new facilities in Dallas.)

How does mophie keep up with it all?

“Visibility has been huge for us,” Danielson says. “Quantum View™ Manage gives us very close to real-time viewing of shipments in the supply chain. It’s very convenient for a customer to be able to hit a tracking number and see how close an order is to being delivered.”

“Quantum View Manage is our most valuable tool for mophie’s imports,” confirms the UPS Account Manager. “mophie can monitor imports from a desktop in Paw Paw and trust that the shipments are coming into the U.S. correctly.” mophie can distribute those shipments immediately — right from its central location in the Midwest.

“The technology has really allowed mophie to stay comfortably home in Michigan instead of having to relocate to the West Coast to run its business,” said the Senior Account Manager for UPS.

## THE WORLD AHEAD

mophie is hungrily eyeing new global opportunities. UPS brings mophie 107 years of expertise and infrastructure, and service to 220 countries and territories. The logistics partner proves especially valuable with entry to international markets. International shipment classifications, duty requirements, and compliance with customs regulations are all in a day’s work.

Danielson says mophie feels very comfortable with UPS’s global guidance.

“UPS has literally been going into other regions with connecting points in China and setting up software to ensure we’re able to get everywhere we need to be. This, along with the supply chain of UPS, lets us hit all the reaches of the world with ease.”

This mutually rewarding logistics partnership appears to have a full charge moving forward.

“UPS has helped mophie to be a marketing company instead of a logistics company,” said the UPS Account Manager. “We’ve taken logistics off their hands.”

## MOPHIE VALUE PROPOSITION

- UPS Worldwide Express Freight™ enables mophie to control its own shipping and reduce transit times by a full day.
- Quantum View™ Manage gives mophie real-time, 24/7 status on all shipments in the UPS system, and allows the company to operate from its home base in Michigan.
- Visibility tools improve tracking efficiency and enable just-in-time staffing.
- UPS Import Control™ helps mophie manage inbound labeling, billing and commercial invoicing.
- UPS expertise and infrastructure support international shipments, reducing complexity and saving costs due to delays and detainments.

