



American Global Logistics Helps Bassett Furniture Deliver on Customer Promises with its Supply Chain

Bassett Furniture is a leading manufacturer, distributor and retailer of premium home furnishings, selling nearly 1,500 products, including wooden furniture, upholstered items and accessories. As well, Bassett offers virtually endless combinations of fabrics and finishes to match customers' exact tastes and deliver high-end customized furniture within 30 days. Customers can shop in one of Bassett's 100+ North American retail stores, online or through an in-home design consultation, creating myriad paths for products to take from purchase order to final destination.

Bassett's supply chain is similarly complex—sourcing its materials from suppliers around the globe—and is driven through its partnership with American Global Logistics (AGL.) As a 4PL provider, AGL combines proprietary technology, logistics services and hands-on support to manage all aspects of Bassett's global supply chain efficiently and effectively.

“Technology is the lifeblood of our supply chain—the flow of information and communication allows us to properly plan and execute our business,” said Jeb Bassett, Senior Vice President for Bassett Furniture. “Our role as a manufacturer, wholesaler and retailer is uncommon in the industry, requiring precise planning to move goods from production to retail while meeting stringent customer timelines.”

Unlike a third-party logistics provider, a 4PL oversees all logistics activity, regardless of which carrier is actually moving the cargo. In Bassett's case, AGL configured its technology platform to

show each shipment's movement through the supply chain, beginning with the initial purchase order.

AGL's cloud-based technology and guidance has helped Bassett to trim costs while ensuring the prompt movement of its goods. For example, AGL works closely with Bassett's distribution centers and domestic trucking operations to minimize accessorial fees and shipping delays. With AGL's support, Bassett has also earned beneficial cargo owner status, helping it gain more attractive pricing on ocean freight. As Bassett's sole customs broker, AGL also helps to ensure customs compliance and timeliness while keeping the company updated on best practices, such as accessing shipping data from the new Automated Commercial Environment (ACE) portal.

"American Global Logistics is an extension of Bassett Furniture. We are a part of the same team," said Bassett. "They know our business, and they're dependable, reliable and predictable."

After more than 100 years in business, Bassett is busy making plans for the next century, including growing its physical and online presence and expanding into new products. As the company evolves, AGL's 4PL approach allows Bassett to gain instant visibility into new suppliers and endpoints while developing creative transportation solutions to meet its high service standards. AGL's 4PL approach has helped Bassett Furniture keep its lofty customer promises by creating a high-functioning supply chain.

"AGL's technology is simple to use," says Meredith Muscatello, Director of Global Sourcing Operations and Logistics. "It fits Bassett, the way we're set up and the way we communicate."

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