

## CASE STUDY: Vortex Optics



### FAST FACTS

Vortex Optics, located in southern Wisconsin, is a sport optics company, which manufactures a complete product line of binoculars, spotting scopes, riflescopes, monoculars, tripods, and more. Vortex is passionate about their products and proudly supports many wildlife conservation organizations and our military and law enforcement personnel. For more information, visit the company website at [www.vortex.com](http://www.vortex.com).



### Background Problem

Throughout the year, Vortex hosts a booth at many tradeshows. As is common when attending tradeshows, they ship their products to each show, which is expensive and puts their products at risk for being easily damaged. They tried driving to national shows to try to save money in shipping, but that option ended up costing too much staff time.

Vortex recently increased their booth size, which requires additional products to be shipped. They decided to invest time in researching packaging and shipping solutions that were cost effective and workable for the staff.

### ... IMPROVED SHIPPING SOLUTIONS SAVES VORTEX THOUSANDS IN PRODUCT DAMAGE AND LABOR

#### The Solution

After researching different companies, Vortex chose Packnet to create custom engineered reusable packaging solutions for them. Packnet recommended a combination of hard sided cases with customized foam interiors and custom-built reusable tradeshow crates to hold the hard sided cases for Vortex to safely ship their fragile products. Joe Hamilton, National Sales Manager at Vortex, was very pleased with Packnet's customer service, turnaround time and the quality of the workmanship and materials used. "Our new custom crates and cases were done really well and worked great. We really appreciated Packnet's strong communication, accuracy, and speed. Our company is big on service and communication, and Packnet is definitely the type of vendor we like to work with!"

#### Benefits

"While it's difficult to quantify exactly," Hamilton added, "I would say Packnet has saved us at least tens of thousands of dollars. There's no loss of productivity with our personnel." In fact, one of the big advantages identified at Vortex with the new shipping containers from Packnet is set-up and breakdown time. It previously took 8-10 people four hours to set up and take down booths, but now, two people can spend just 90 minutes to break down two booths on two different floors. "Now we can send more people home earlier," Hamilton pointed out. Additionally, the new crates are reusable, can be locked, and are very easy to use.

According to Hamilton, those at Vortex say, "Welcome to a better way of doing tradeshow business with a partner like Packnet."

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– Joe Hamilton, Vortex Optics National Sales Manager