

EXPANDING NORTH AMERICAN DISTRIBUTION FROM A CENTRAL U.S. LOCATION

Distribution center site selection and expansion for a leading golf equipment manufacturer, consolidating North American distribution in Evansville, Indiana.



> COMPANY BACKGROUND

A leading golf equipment manufacturer serving customers throughout North America. With a large product portfolio and seasonal demand patterns, the company relies on efficient distribution operations to keep products available for retailers, partners, and golfers.

> BUSINESS PROBLEM

The company needed a North American distribution center location that could consolidate a portion of its distribution operations while providing strong access to customers across the country. The company needed a site with central geography, available facility expansion, a proven logistics partner, and a labor market capable of supporting full-time and seasonal operations.

OUR APPROACH

- ✓ Identify and support a distribution center location well-positioned for North American reach
- ✓ Expand an existing 110,000-square-foot facility by 200,000 square feet
- ✓ Create the infrastructure needed to consolidate distribution operations

RESULTS

- ✓ WSI and the client selected Evansville, Indiana, after considering six to eight cities for the new North American distribution center.
- ✓ The project expanded an existing facility from 110,000 square feet to approximately 310,000 square feet, creating additional distribution capacity in a central U.S. location.
- ✓ The new distribution center created 52 full-time jobs and approximately 100 seasonal part-time jobs.

310,000

SQ FT FACILITY

\$9M

WSI INVESTMENT

52

FULL-TIME JOBS CREATED

~100

SEASONAL JOBS

"This will consolidate a lot of their distribution operations, right here in the center of the United States. What better place to have a DC?"