

Zenith Global Logistics opens shipping hub in Dallas

Will help meet growing demand for in home delivery services

By Gary Evans -- Furniture Today, January 24, 2011

CONOVER, N.C. — Furniture supply chain provider Zenith Global Logistics said it has added Dallas to its growing list of U.S. hubs to meet increased demand for its home delivery services.

"We're continuing to hear from both brick-and-mortar and e-retailers that they are re-examining how to cost-effectively deliver high quality, fast service in their 'last mile' of order fulfillment, as home delivery is often called," said Jack Hawn, Zenith Global president and CEO. "This latest addition to our U.S. home delivery hub network is designed to allow furniture retailers to tap inventory that is closer to the consumer, which in the end helps them provide quick, on-time deliveries."

Earlier, Zenith Global opened a home delivery/split container facility in San Antonio in November, and an Atlanta home delivery location in June. Since late 2009, the logistics provider also has opened a regional freight hub in Tupelo, Miss., and a multi-tenant warehousing and distribution center in Claremont, N.C.

Hawn said several more facilities are planned.

He said retailers also are "telling us they're looking for a better quality service experience with respect to product handling and care - because, let's face it, there's nothing more personal in the shopping experience than stepping foot in the customer's home. The overall experience during home delivery really represents the retailer's last opportunity to make a more lasting, favorable impression on his customer. For repeat business, this is critical."