



Customers & Employees Help Name New Electronic Weapons

Choosing the right name is always a difficult task whether it be for a child, a pet or a technological innovation. That's why Bridge Logistics Services, Inc. of Milwaukee, WI turned to its customers and employees. Bridge offered prizes for the best name provided and the most popular choice made amongst characters provided.

Thanks to the input from its customer and employees, Bridge Logistics Services is proud to announce the newest member of its family:

BLUE

Customer reactions

Our customer's find BLUE extremely beneficial.

Lisa Biancalana from NICOAT uses the data provided by BLUE to bill their customers in a timely manner. When asked how she feels about BLUE, her reaction was: "It is wonderful, I use it on a daily basis to keep track of shipment and orders. It is very timely. It is a valuable tool."

PCA (Packaging Corporation of America) uses BLUE to double check shipping information flowing between companies. As Cathy Olkiewicz from PCA stated, "We are human and all make mistakes, it helps to have a tool like BLUE to double check records. It is a great tool to have at our disposal. It is a unique tool and one we use on a daily basis."

In today's increasingly competitive and challenging business climate, Bridge Logistics Services turned to a trusted technology partner and developed BLUE as a customer service tool that will be both a vital communication link and inventory intelligence forum.

Choosing the right tool in today's business climate is important. Many times, it can be the difference between keeping those valuable customers or losing them to the competition. It is often the key point of differentiation between you and others in the market place that will help you win that important piece of business.



BLUE provides access to inventory information via a Warehouse Management System. It also offers a series of reports summarized in an excel format. **BLUE** produces the following reports:

- Daily Shipments
 - Daily Status
 - Daily Receipts
 - Daily Activity
- **BLUE** also provides automated e-mails acknowledging:
 - Shipments
 - Orders
 - Receipts

In addition to receiving reports, customers can also access inventory information via a secure Account Access section on the Bridge Logistics website. From this portal, accounts can check on:

- Activity for the last seven days or current month
 - Stock Status
 - Completed orders
- **BLUE** produces these results for customers:
 - Reduced costs
 - Improved customer satisfaction
 - Improved accuracy of information

To learn more about **BLUE** and how it can help your business, please contact Greg Dugan at 414-727-2914 or greg@bridge-logistics.com

About Bridge Logistics Services

Bridge Logistics Services furnishes customized, same-day warehousing and logistics solutions to companies of all sizes including Major Fortune 500 and 1000 companies and smaller organizations. We help save companies money through the outsourcing of non-core competency functions as a result we will: 1) Create efficiencies, 2) Control costs, 3) Improve cash flow, 4) Reduce the need for expensive real estate to hold inventory, 5) Bring greater responsiveness to accommodate fluctuations in demand or supply, 6) Offer more scalable logistics operation, 7) Reduce purchasing and maintenance costs for highly depreciable assets, 8) Reduce risk and 9) Allow the start of new projects quickly.



To learn more about Bridge Logistics or this topic:

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