

Case Study

Our client, a retail technology and virtual merchandising leader, had a complex project on behalf of their client, a consumer technology leader. An array of visual displays, accompanied by their lithium battery power sources, needed to be sent from a manufacturing facility in China to over 30 stores on four continents.

This was an incredibly complicated project. Because the power sources were IATA Dangerous Goods, they could only be flown on all-cargo aircraft and only under tightly regulated packaging and documentation requirements. Because this happened during the Pandemic, more than half of passenger air traffic was removed from the market, which resulted in all-cargo aircraft being full and overbooked. Additionally, as this project happened at the end of the Chinese Golden Week holidays, the backlogs at the airlines were substantial.

Adding to the complexity of the project, because of the Pandemic, we also had moving targets in terms of what stores were open and ready to receive their units, which required special staff to un-crate, assemble and place and remove debris. We delivered to some stores and held others for varying periods of time based on local closure regulations or other issues.

Projects like this can take months to unwind, and they require a steady team of thinkers and troubleshooters to navigate successfully. Infrastructure and technology is essential, but there is a human element necessary to prevent problems or keep them to a minimum. Worldnet prides itself on its ability to manage all types of visual merchandise and retail design logistics problems. It is our sweet spot, and our customers have come to rely on us for our grit as much as for our expertise.