

SHIPPING & LOGISTICS FIRM SERVES M.I. FROM CHINA

Expertise in Hong Kong boosts Western suppliers' profits



Headquartered in Hong Kong, Sea-Air Logistics runs operational bases in major shipping cities throughout China.

MOST MUSIC PRODUCTS industry suppliers source at least some of their products from China. For many, for at least a decade, the path to profitability has led from the east. But even for the largest, most sophisticated suppliers, conducting shipping and logistics operations in China can be dauntingly complex, and errors and inefficiency can be *very* expensive. Sea-Air Logistics, a veteran firm focused on the pro audio and m.i. sectors, is providing critical support to some of the industry's most successful brands. Current clients include Line 6, Avid, Universal Audio, Blue Microphones, and PreSonus.

"Sea-Air Logistics has been our freight forwarder and third-party logistics provider for the last nine years," says Frank Ritchotte, senior director of supply chain, customer service, support, and logistics at Line 6. "They provide specialized audio industry services with unmatched customer service, pricing, and creative solutions for all of our ocean, air, and logistics requirements. Their staff is incredibly well versed in the nuance and special requirements of our business, and we truly feel like they are part of our team. We could not be happier with Sea Air Logistics."

Launched in Hong Kong in 1995 and in Mainland China one year later, Sea-Air Logistics (HK) Ltd. is headquartered in Hong Kong and runs operational bases in major shipping cities throughout China. The company reports a payroll of 250 employees and annual sales topping \$100 million.

According to Sean McHugh, who has been Sea-Air's director of sales, pro audio/m.i. forwarding & distribution in the Americas since 2011, the company's main focus is to serve the pro audio/m.i. industry. "We live in this space," he emphasizes. "We speak the language, and we're familiar with the challenges that our clients face on a daily basis." Among the developments reflecting the company's recent growth, in 2015 Sea-Air established a Free Trade Zone warehouse in Shanghai, providing significant benefits to clients that manufacture in North China. The following year, it converted 15,000 square feet of warehouse space at its Hong Kong Logistics Complex to meet rising demand for its clients' e-commerce fulfillment services.

In support of Sea-Air's comprehensive shipping services by both sea and air, the company operates its own fleet of cross-

border trucks that run daily to and from Hong Kong from all major cities in southern China. In fact, these vehicles collect shipments every day at most or all of the region's tier-1 factories, giving Sea-Air clients visibility from the factory's shipping dock all the way through the supply chain. Clients have access to cross-border U-turn trucking to Hong Kong from across the border. Sea-Air builds its own unit load devices at its Hong Kong Logistics Complex for air freight export to worldwide destinations. Its freight import services include scheduled collections from all airlines at Hong Kong International airport. Full container load services and ocean consolidation services are offered for both individual and buyer consolidations.

Sea-Air's integrated logistics services include product inspection, model verification, quantity count, sort, pick, and pack; reworks; product bundling; repairs; firmware updates; reverse logistics; postponement; spare parts banks; and more. Each month top distributors collect orders that Sea-Air prepares on behalf of its clients from its complex in Hong Kong in sizes ranging from a pallet to multiple containers. Sea-Air picks, packs, and PGI's (post goods issues) each client's order when it's collected from the company's facility. Further, it stores and manages each client's inventory and provides weekly cycle counts and a year-end perpetual inventory. The company's logistics team is thoroughly trained on most enterprise resource planning software platforms including



Sea-Air Logistics provides four separate clean rooms for clients' product reworks, testing, and firmware updates.

SAP, NetSuite, Macola, Evicor, and many others.

Sea-Air's tracking and logistics software—HI-Cloud and LMS, respectively—are maintained in-house. Because Sea-Air "owns the 'golden key,'" says McHugh, "if a client comes in with a unique need, we can quickly deploy."

To support its clients' growing multi-channel e-commerce sales, in addition to its recent 15,000-square-foot build-out, Sea-Air has developed warehouse solutions that integrate seamlessly with e-commerce shopping carts and business management platforms. This enables it to accommodate daily fulfillment of orders across the most popular platforms such as Amazon, eBay, Big Commerce, CS Cart, Hubsoft, Magento, Shopify, UltraCart, Volusion, Channeladvisor, and Zoovy.

Sea-Air Logistics' many memberships and certifications, to name just a few,

include HAFFA, the Hong Kong Association of Freight Forwarding & Logistics Agents; IATA, the International Air Transport Association; and TAPA Certification ISO9001-2008 Certification & ISO28000-2007.

"Sea-Air Logistics has been one of our strategic partners since 2010, competing for our business on price and performance," says PreSonus CEO Stephen Fraser. "At their Hong Kong warehouse, they receive and hold the bulk of PreSonus products produced at our manufacturing locations in China. Other services that Sea-Air has provided for us include ground transportation in South China, Shanghai, and Hong Kong; cross-docking; Asia B2B customer staging and pickups; plus heavy-load air and ocean services to North America and Europe. Under the hands-on leadership of Rob and Sean, the Sea-Air Logistics team has executed services exceptionally well, including trustworthy, detail-oriented inventory management that helps us to focus on our core business and growth."

McHugh concludes, "By partnering with Sea-Air Logistics, either through our air and ocean consolidations or our logistics services at our Hong Kong Logistics complex, our pro audio and m.i. clients can turn forwarding and logistics into a competitive 'weapon.' The efficiencies we specialize in can make a big, positive contribution to their bottom line."

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