

GROWING THE LEGEND WITH LOGISTICS

BY MICHAEL RONEY

The list of renowned Martin guitar owners is practically endless: from Eric Clapton to Elvis Presley, Jimmy Rogers to John Mayer, Hank Williams to Sting. Over 1.5 million Martin guitars have been sold to aficionados worldwide since C. F. Martin Sr. founded the company in 1833, with the best sales performance recorded since C. F. "Chris" Martin IV, the great-great-great-grandson of the founder, took the reins in 1986.

Chris Martin credits his company's legendary reputation and continuing growth to quality craftsmanship, combined with a willingness to embrace the latest technology where appropriate. "We use the most advanced technology available to us," he says. "UPS is a great partner in that, helping us manage a very complex and global supply chain."



Technology Provides Some Great Resonance

Working with innovative UPS technology and expertise, Martin Guitar has streamlined operations and improved customer satisfaction while better protecting the crown jewels themselves: the guitars. "We have to ship our guitars efficiently, accurately and safely," Martin notes, "and logistics is an integral part of dovetailing our supply schedule and craftspeople to the demands of music stores worldwide." Innovations include:



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- **Seamless tracking of inventory and shipping:** UPS has helped Martin Guitar innovate operations and shipping. For example, Martin workers create a bar code for each customer's name and address, which they then scan into UPS Worldship®. Quantum View® and email alerts provide the latest package status, keeping the company, its suppliers and customers up-to-speed while saving time and cutting costs. UPS's Enhanced Claims Process ensures that when there is an issue, it's resolved quickly and smoothly.
- **Streamlining global shipment compliance:** Government regulations passed in recent years have deemed Martin Guitar a "special commodity shipper" due to the materials that make up its instruments. (Mother-of-pearl inlay, for example, is considered "wildlife"!) UPS helps with the heavy lifting here, from the paperwork to inspections, ensuring that shipments get through customs with ease.
- **Custom sustainable packaging solution:** The powerful partnership even extends

to the shipping boxes, as UPS's Package Engineering Design and Test Lab helped the company redesign the boxes in which all guitars are shipped, reducing the use of cardboard without sacrificing any of the durability and ensuring that the guitars don't budge. The result: enhanced sustainability, efficiency and protection—what you might call a fine performance!

A Powerful Partnership

UPS logistics has helped Martin Guitar grow while staying true to the legendary quality of its famous product line. "We're closer today to making the perfect guitar than we've ever been," states Martin with no small amount of pride. "A Martin guitar is, in some respects, a priceless work of art. And who do we trust with our babies? UPS." ■



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3 WAYS LOGISTICS CAN SHRINK THE WORLD.

UPS can help you benefit from the fact that 95% of today's consumers live outside the U.S. Access to them, as well as suppliers, depends on logistics. UPS is your best choice for taking advantage of new opportunities around the globe.

1) REACH GLOBAL MARKETS

With one of the world's largest air fleets, UPS delivers to more than 220 countries and territories. So your suppliers can reach you and you can reach your customers.

2) MAKE YOUR SUPPLY CHAIN

VISIBLE UPS technology lets you see what's coming and going—package

as well as freight—so your company can quickly adjust to changing customer demands. You can even have status updates sent to your mobile devices.

3) REDUCE YOUR CUSTOMS DELAYS

UPS is one of the largest customs brokers in the world. We have the experience, and just as important,

we have the technology to help you breeze through customs. With our paperless solutions, we can show you ways to reduce typical customs delays by up to 56%.

Logistics has opened up new opportunities internationally. UPS can help your company seize them, even if you are just getting started.

See more ways logistics can work for you at thenewlogistics.com/guide or snap the QR code.



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