

**BRADSHAW INTERNATIONAL IMPLEMENTS ITS OWN  
UNIQUE DIRECT STORE DELIVERY CONSOLIDATION PROGRAM  
TO ITS NEWLY EXPANDED WAREHOUSE**

**Bradshaw Teams With enVista Consulting Firm**

RANCHO CUCAMONGA, Calif. (December, 2008) – Bradshaw International, Inc.—a leading marketer of housewares products and best known for its flagship brand, Good Cook®—has implemented its own unique Direct Store Delivery Consolidation (DSDC) program to its newly expanded warehouse in Southern California, meeting the requirements of DSDC Programs for stores such as Wal-Mart, Giant Eagle, NexCom, Fred Meyer, Shopko and Bed, Bath & Beyond.

With the addition of 250,000 square feet, the Bradshaw warehouse space boasts more than 1 million square feet and creates a more efficient space for its DSDC Program. Prior to the program, larger retailers required full case and full pallet shipments to its regional distribution centers. Then they would stock the product, pick and pack the product for each store, and then ship the product to its stores.

Designed and integrated by enVista, the leading enterprise cost-management consulting firm, Bradshaw's unique DSDC Program allows shippers to directly replenish DSDC-program stores in less-than-case-pack quantities.

"Bradshaw is always focused on meeting our customer's needs, and this is a real example of how the industry challenged us and how we delivered," said Mike Rodrigue, President & CEO of Bradshaw International. "The DSDC moved the picking closer to the manufacturing process, allowing our team to pick and pack orders for larger retailers, with higher efficiency and better quality control. Moreover, it's allowed the larger retailers to reduce the amount of inventory on hold in their warehouses and increase the speed of products to the shelves. It's really been a win-win for all."

In order to meet the DSDC program, Bradshaw and enVista worked together to meet DSDC's specific program objectives, including designing and building a pick/pack module, selecting and integrating appropriate hardware and software technology, such as RFID readers and Electronic Data Interchange (EDI) software; engineering modeling tools for SKU movement, work flows, layouts and more; and overall IT integration.

"enVista brought all the necessary skill sets to the table to make this project a success," said Brian Foster, director of IT, Bradshaw International, Inc. "enVista's project managers, analysts, and engineers understood material flow and facility layout, plus their RedPrairie WMS configuration specialists and IT staff had a deep understanding of databases, EDI structures and technical integration. There's no doubt that we picked the best consulting firm to help us create this unique and successful DSDC program."

With the Bradshaw's DSDC program in place, the company is now positioned to take advantage of not only EDI 856 documents, but also a majority of EDI document sets for fulfillment and transportation. It is expected that as shipping volumes increase, Bradshaw's DSDC program will be able to keep up with the demand with zero disruption to its customers.

### **About Bradshaw International**

Bradshaw International is a privately owned company based in Rancho Cucamonga, Calif., with family heritage dating back to 1905. Bradshaw International is a premier marketer of housewares in the U.S., and the largest kitchen gadget supplier in the world shipping more than 150 million pieces annually. Its family of brands span the areas of kitchen tools & gadgets, cookware, bakeware and cleaning products, which includes. Good Cook®, Bonny, Profreshionals™, Bialetti, Oneida®, Betty Crocker®, Butler®, a division of Bradshaw International- Mr. Clean®, Dawn®, and Black and Decker®. For more information about Bradshaw International or its products, please visit [www.bradshawintl.com](http://www.bradshawintl.com).