

“Project Pushpin” Roll-Out

Did You Know?

May 18th 2016



“Each and every day was a new twist, with the majority of the opportunities centered around transportation and logistics. Countless hours were dedicated to secure this business, and at the end of the day, Fuji received rave reviews from Walmart. This could not have happened without McCollister’s and their dedicated office and driver teams.” Matt Tretter, Regional Distribution Manager - Central. FujiFilm Holdings America Corporation



Excellence Delivered Every Day

On May 6, 2014, FUJIFILM Holdings America Corporation engaged McCollister's to provide transportation for the largest roll-out in its company's history. "Project Pushpin" would deliver 4,300 new photo labs to Walmart stores nationwide. During this meeting, it was also discovered that FUJIFILM would not have the warehouse space available to house the receiving and distribution of the product. With only two months until kick-off, very limited data, and some luck, McCollister's and FUJIFILM right-sized a temporary distribution center and commenced operation in July.

McCollister's provided security, safety mechanisms, management and staffing for this distribution center where we received all of the product for the Pushpin roll-out, built the orders for each store and distributed outbound with our asset based white glove transportation network. Orders consisted of multiple pallets and machines per store, that were to be delivered within a date/time specific schedule to meet the technicians for installation.

In February of 2016, Walmart hosted their Supplier Summit in Indianapolis, IN. FUJIFILM received two awards including the **Supplier of the Year Award** for the roll out of Project Pushpin. During the presentation Walmart Senior Management had glowing comments about the execution of Project Pushpin and the value of FUJIFILM as a partner. McCollister's played a key role in this success.

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