

Pure Fishing , a business unit of Jarden Corporation,— Jeff Kisling – Vice President, Logistics and Services

Kansas City is ideal location for a “one warehouse– distribution network”

When Jeff Kisling decided to take Pure Fishing’s distribution centers from a six-warehouse network to one warehouse, he needed a centralized location with already well developed transportation resources. Kansas City was his most logical choice.

Pure Fishing’s customers are accustomed to a 5 day product replenishing cycle. Expectations are products are ordered on Monday and delivered on Friday.

“Kansas City was the most optimal location to get products shipped anywhere in the United States in 3 days or less. No other city could offer that kind of guarantee without expedited shipping costs,” said Jeff Kisling, Pure Fishing.

The current transportation resources within the Kansas City area could not be over looked as Pure Fishing made their decision.

“Kansas City, from a transportation standpoint, really was the best of both worlds. It was the only place where you could use the current freight system to deliver on time without having to pay expedited shipping costs,” said Kisling, Pure Fishing.

Kansas City was the only choice for Pure Fishing. With the rise in one warehouse – distribution networks the centralized demand is becoming much more important. Kisling thinks this could be extremely positive for the KC region.

“I believe you’re going to start to see more and more distribution centers locating here.”