

Redbox and Brendamour Team Up to Deliver Satisfaction

Brendamour Logistics' installation capabilities help redbox meet increased DVD rental kiosk demand.

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The players

Brendamour Moving and Storage, based in Cincinnati, Ohio, is one of the nation's most successful and recognizable carriers. The company transports a variety of goods for household, business and industrial moves as well as products for trade shows and specialty equipment.

Redbox Automated Retail, a wholly-owned subsidiary of Coinstar Inc., offers new-release DVD rentals for \$1 per night through its network of more than 24,000 self-service kiosks.

The challenge

Redbox is the industry leader for low-cost DVD rentals, with more than 24,000 kiosks in 48 states and Puerto Rico. The kiosks are strategically placed with market leaders in the big box retailer, pharmacy, grocery, quick-service restaurant and convenience store industries. The downturn in the economy has made redbox's \$1-per-night DVD rentals an affordable way to enjoy an evening, and demand continues to grow.

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Redbox has long relied on its valued logistics partner, Brendamour Logistics, to install its DVD rental kiosks. In 2009, Brendamour successfully delivered one new kiosk every 90 minutes, every day, all year long, and in 2010, redbox is deploying thousands more.

To meet the growing demand, redbox knew it had to deliver its kiosks more quickly and efficiently than ever. Brendamour had the experience, manpower, fleet, expertise and floor space to ensure success.

The solution

Since 2006, Brendamour has delivered and installed redbox kiosks in every state in the continental United States. Redbox has become an important part of Brendamour's business; in fact, 90 percent of its crew has experience installing redbox kiosks.

Because of Brendamour's experience, the company has perfected the deployment process. Installation is extremely efficient, with no kiosk standing still for long. "Just in time" methodology is utilized from the start of production of each kiosk until it is opened for business.

Brendamour Logistics is uniquely suited to meet the needs of redbox. Brendamour, based in Cincinnati, Ohio, is centrally located between parts suppliers in Wisconsin and North Carolina, where it picks up pieces of the stand-alone units weekly to prepare for delivery. Those not delivered immediately are kept in a warehouse until they are designated for assignment.

Paul Owens, Brendamour's general manager, says the company, has dedicated a core group of haulers to transporting and installing redbox kiosks.

Redbox assigns an installation manager for each individual delivery, who works in tandem with the installation crew from Brendamour. That person is in charge of laying the foundation for installation, including negotiating with a particular business on where to place the kiosk, coming up with schematics and ensuring adequate infrastructure is in place. The installation manager is present at the installation to work as a team with the installation crew to ensure the kiosk is positioned in the correct spot and to verify the installation is made in accordance with redbox specifications.

For indoor installations, Brendamour installers simply set up the kiosk components and plug the unit into the wall. For exterior set-ups, employees anchor the kiosks to the ground and coordinate with electrical companies to run necessary con-



Redbox kiosks continue to grow in popularity. Brendamour's efficient delivery and installation process helps redbox meet demand.

nections to enable functionality.

Because Brendamour keeps the components moving quickly, redbox can meet demand and satisfy clients and customers nationwide.

The results

Brendamour Logistics, part of an industry largely struggling to stay afloat amid the turbulent economy, enjoyed a record year in 2009 for redbox deliveries. The company transported nearly 6,000 kiosks nationwide, and is on pace to surpass that number in 2010.

Redbox has set an aggressive growth plan in motion, expanding its network from roughly 100 kiosks in 2004 to more than 24,000 today, and the company anticipates introducing a few thousand more by year's end.

Brendamour will be pivotal to the progress of the installations, called on to distribute

and bring many of those kiosks online. In 2008, Brendamour completed more than 4,000 redbox installations, almost double the 2,500 installed in 2007. Through April 2010, the company had already installed more than 2,200 kiosks.

Brendamour already ranks as redbox's top logistics provider, handling 70 percent of all its installations. As a result, Brendamour has added approximately 12 people to its staff and installation crew, and purchased several tractors and trailers. It is looking to purchase three more trailers and is always looking to hire additional quality drivers, Owens says.

The company also represents a vital piece of redbox's business strategy, says Jim Mowen, redbox's logistics manager for deployment.

"Brendamour is a tremendous value for redbox and has played a huge role in the success of our company," he said. "Without the assistance of Brendamour, we simply could not have accomplished as much as we have."

Much of what has led redbox to funnel more work to Brendamour has been consistency. Brendamour prides itself on the fact that since it began transporting redbox kiosks, it has never failed to deliver equipment within the requested time frame.

Mowen says being able to rely on an installer makes his job easier, allowing him to focus on other aspects of the business that demand more attention. In fact, that reliability has enabled redbox to use Brendamour crews beyond basic installs.

Brendamour Logistics also is charged with working redbox's "3R" business model, which entails relocating, reinstalling and

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removing kiosks — all of which are happening at a faster rate to cater to customer needs. Brendamour handled more than 1,000 such orders last year, which came on top of the basic install load.

"The peace of mind they provide is priceless," Mowen said. "We wouldn't be where we are today without our partnership. I can always count on Brendamour to assist us when a difficult situation arises. They react in a timely and efficient manner that is always beneficial."

About the sponsor: *Brendamour Moving and Storage, provides a complete set of logistics services. The company, based in Cincinnati, Ohio, transports a variety of goods for household, business and industrial moves. Brendamour also is a major transporter of products for tradeshow and specialty equipment and offers an expansive in-home delivery and set-up service in the Cincinnati market. The company can handle any size project efficiently and cost effectively, and provides turnkey solutions, including project management, transportation, inventory management, site identification and preparation, installation, set-up and preventative maintenance.*