2008 PEAK Award Winning Fulfillment Program

Solution Background
Hunter Panels – a manufacturer of Polyiso roof insulation with six plants nationally – uses a nationwide team of sales representatives to market several of its product lines. As part of this structure, their representatives include contractors, architects, distributors, and sales specialists from around the country. This network uses the Hunter Panels website (www.hpanels.com) to review product information and request literature and samples. The literature and sample request process previously consisted of a static online web form which would email the Hunter Panels Marketing Department who subsequently saved the requests as text-based emails. After manually forwarding the request to a fulfillment house, the requested materials were packaged and shipped to the requestor as time permitted.

Solution Details
MPX offered a solution for Hunter Panels to retain the existing ability for their national sales force to request product literature and samples from anywhere. MPX developed the specifications and design for a new web form that generates an order in e-Quantum and releases the requested items from our warehouse to be shipped to the requestor. The individual receives a personalized, variable email at the time of request thanking them for their interest in Hunter Panels products, a confirmation of the shipping method, a summary of the shipping information and the items to be shipped and a tracking number once the items have been shipped.

In addition, an administrative tool was created for Hunter Panels personnel to view, filter and export data for all requests. This data can then be used for analysis, future marketing communications or for budgeting purposes. It is accessible from a link on the existing desktop icon created for Hunter Panels to access their Q-Net items, including inventory tracking of all items being warehoused for this fulfillment program.

Solution Benefits
- Distribution
- Inventory management
- Warehousing
- Same day shipping for orders placed before 3p.m.
- Ability to run reports
- Ability to analyze product usage for marketing purposes