

1-800-PACK-RAT

Case Study

Company

Spirit Halloween
Egg Harbor Township, New Jersey

Case Study Snapshot

1-800-PACK-RAT manages Spirit Halloween's seasonal inventory, ensuring that their inventory is delivered on time, picked up quickly, and stored securely during off-season

Industry

Seasonal Storage

Years in Business

34

Solution

Portable Storage & Logistics



Overview

Spirit Halloween is one of the largest Halloween specialty retailers in the country with more than 1,100 locations in strip centers, malls, and free-standing locations across North America. With over 34 years of experience, Spirit is the authority on all things Halloween. In addition to being a fun and interactive event for shoppers, Spirit stores offer a complete selection of costumes and accessories for infants/toddlers, children, 'tweens, teens, and adults along with exclusive decor you won't find anywhere else.

The Problem

Every year in late August, Spirit stores pop up across the country and remain open through early November. The stores stock everything Halloween-related, including costumes, masks, wigs, indoor/outdoor decorations, animatronics and so on. While these stores appear to magically all open at the same time, there is a lot of planning and logistics that go on behind the scenes to ensure all 1,100 stores open and have all the items required.

Spirit Halloween previously used another top brand name in the portable storage industry up until four years ago when they decided to partner with 1-800-PACK-RAT. "We didn't feel like we were getting the attention we needed to ensure that all of our logistics were being handled. Starting at the beginning of August, we need a partner who will be right there with us, ensuring every store gets what they need when they need it. Our previous



partner was unable to provide that, and after we spoke with representatives at 1-800-PACK-RAT, we knew we needed to make the switch,” said Tim Viechec, VP of Spirit Operations from Spirit Halloween.

The Solution

1-800-PACK-RAT provides the highest quality portable storage containers in the industry. The all-steel, weatherproof design ensures that all contents are kept safe and secure. The best-in-the-industry handling system gently lifts and lowers the containers without tilting, swaying, or sliding. With over 70 locations nationwide, 1-800-PACK-RAT can easily and efficiently store all of Spirit Halloween’s inventory and fixture items during the off-season.

1-800-PACK-RAT also provides Spirit Halloween with a dedicated team during peak season that monitors all shipments and deliveries and is there to respond in real time to any request or change that needs to happen. The two companies’ IT departments also worked together to create custom software that

monitors container movement. This improved communications between the two companies and increased the overall efficiency of managing this large project by cutting down on manual data entry.

The Results

1-800-PACK-RAT services over 90% of Spirit Halloween’s locations across the United States. In 2017, over 4,500 portable storage containers were used to deliver Halloween inventory and fixtures nationwide. Spirit Halloween can rely on 1-800-PACK-RAT to keep their products safe and secure in the off-season, and to deliver and pick up items on time during their peak season. *“1-800-PACK-RAT is a true partner of ours. We know that we can rely on them every year to efficiently deliver our items on schedule and pick them up once the season is over, as well as keep them safe in between. Having a partner with high-quality products and services, coupled with their transportation and logistics expertise, makes our job a lot easier during an already stressful time,”* said Viechec from Spirit Halloween.

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Tim Viechec, VP of Spirit Operations, Spirit Halloween