

Coca-Cola

Red Line

The Challenge

A multinational beverage client needed a better way to distribute new product samples to their salesforce and corporate office. Their in-house process led to high overhead costs, frequent product damage, and late deliveries—rendering many samples ineffective. Packaging was inadequate, sales materials were often lost or bent, and timing issues frustrated staff who couldn't access materials when they needed them most.



Solution

TSC implemented a full-service outsourcing solution to manage the entire sample kit distribution process. Once new products were available, the client sent samples directly to TSC, where they were securely stored until the scheduled release date.



Outcome

TSC selected durable cartons, printed the necessary sales sheets and labels, assembled two premium bottles in presentation boxes, included sales literature, and shipped kits within 3 business days of receiving the distribution list. This improved speed, reduced product damage, and lowered staffing costs for the client.

By stepping in as a reliable fulfillment partner, TSC helped streamline Coca-Cola's sample distribution—reducing waste, improving delivery timelines, and easing internal resource demands. We empower brands like Coca-Cola to overcome operational hurdles through smart, efficient fulfillment—delivering real results where they matter most.