



Cloud Software for Strengthening
Your Marketing Supply Chain

SUCCESS STORY:

Trex Company Incorporated

Building Better Marketing Supply Chain Results with Trex

Trex Company is the country's largest manufacturer of wood-alternative decking and railing products. The sourcing strategies supporting Trex's core business are designed around procurement of raw material. Like many companies, Trex sometimes applies the same strategies when it comes to procuring non-core services and items. In the case of marketing materials, this approach produced less-than-optimal results. Trex partnered with eLynxx Solutions to develop a purpose-built strategy and system for its marketing supply chain.

The Challenge

Trex historically sourced marketing materials the same way they sourced the raw materials used in their products. Trex annually procures over 400 million pounds of used polyethylene plastics and waste wood to recycle into building materials; they are experts in procuring these materials. What became apparent to Corporate Sourcing was that the proven strategies and tactics used to procure these unique raw materials were not as effective when applied to buying custom specified marketing materials like catalogs and brochures. Further differentiating this was a growing number of product lines, distribution channels and destination countries. Initially the main goal, according to Corporate Sourcing Manager Bill Ellithorpe, was to grow and better manage the vendor base; thereby increasing bid competition on their marketing material jobs. Given the creative and custom nature of their projects, Trex was also interested in improving

control over specification management and achieving better collaboration among its people and vendors. The solution, however, would have to adapt to fit Trex's operating model and require no added investment in personnel or IT infrastructure.

Trex needed a purpose-built solution to streamline the planning, sourcing and production management in their marketing supply chain – all the way through acceptance and payment of each project. Ellithorpe said that eLynxx Solutions delivered it “with best-in-class technologies and processes that meet and exceed our requirements.” Using a proven approach, eLynxx Solutions helped Trex achieve the results they desired by combining their cloud-based marketing supply chain project management software, exclusive competitive sourcing method and expert professional services in a way that adapted to Trex's own people, processes and vendors.

The Solution

eLynxx Solutions are tailored specifically for each partner. The first step with Trex was to listen and learn. To that end, eLynxx Solutions conducted a thorough discovery to understand all relevant details; including Trex's goals and objectives, involved stakeholders, required business processes, procured product types and historically utilized vendors.

Armed with the discovery results, the eLynxx software deployment team constructed a uniquely configured application of its services and cloud-based marketing supply chain software. As part of this effort, eLynxx Solutions qualified Trex's existing vendors using objective

and uniform standards. eLynxx solutions also helped Trex achieve their goal of increasing vendor competition. Under the full direction and approval of Trex, its vendor base was increased from 21 to 48 qualified vendors; all without tasking Trex's internal resources. But Trex achieved even more. Having an expanded pool of qualified vendors compete for work through eLynxx software promoted controlled competition on a fair and level playing field. And Trex was able to streamline competitive sourcing with no added effort using the exclusive eLynxx competitive sourcing method. Trex now achieves substantial savings and

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At a Glance: The Results

Trex has enjoyed significant benefit from eLynxx software

- Increased vendor competition leading to cost savings
- Streamlined, efficient vendor management and improved collaboration
- Well-defined mechanism for creation, maintenance and on-going use of print specifications
- No increase in headcount or addition of IT resources
- Improved speed to market of key promotional materials across several channels and countries
- Assurance of output consistency and quality across projects

“Trex selected eLynxx software for marketing supply chain management because it demonstrated best-in-class technologies and systems that met and exceeded our expectations.”

Bill Ellithorpe
Corporate Sourcing Manager

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The Solution *continued*

control, compared to their historic print spending and strategy, with no sacrifices to product quality or timeliness. Vendor management and collaboration became an even more pressing concern as Trex expanded its vendor base. To facilitate the relationship and connection between Trex and its vendors, eLynxx Solutions custom-configured its software to fit Trex's existing structure, processes and systems and serve as the hub of communication and information. With eLynxx software as the foundation, Trex was able to meet its vendor management and collaboration goals while more than doubling

the number of qualified vendors. eLynxx software also allowed Trex to better develop, manage and control new and existing project specifications and capture all qualitative and fiscal data in one place. Backing up the power is a Client Services team with expertise in specification, buying, vendor qualification, and project management in the marketing supply chain. With direct access to nearly 40 years of eLynxx Solutions' experience, innovation and technology, Trex was able to augment its in-house expertise and capability without increase in headcount or IT infrastructure.

The Results

Early in the relationship, Ellithorpe said he felt eLynxx Solutions would deliver what it promised. He was not disappointed. "eLynxx Solutions not only helped us meet and exceed our main goal of a larger, better managed and more competitive vendor base, they also gave us the confidence that we are getting the best possible price for our marketing materials," Ellithorpe said, "and that combination is the greatest benefit of all." eLynxx software was readily accepted because of its ease of use, documentation features and specification management capabilities throughout not only the procurement department at Trex,

but also by the company's marketing teams. "eLynxx software is extremely well-defined for initializing, capturing and reusing specifications" said Dan Warren, Managing Director, International Business Development at Trex. Warren credits eLynxx software with increasing and ensuring speed to market as well as ensuring consistency and quality, which are two of Trex's highest corporate values. Satisfaction levels with eLynxx software among the people who use it to achieve better results at Trex remains as Ellithorpe states "excellent" leading to a relationship he says "continues to be a real partnership."

Extra: Helping Global Growth

Trex was sourcing its international marketing materials in the United States. Sourcing these materials domestically was becoming complex, time-consuming and costly. Trex knew they would be better served by sourcing these materials in local markets, but were worried about the resources such an effort would require.

Using the same techniques and expertise applied to qualify domestic suppliers, eLynxx Solutions was able to identify and qualify a competitive European-based vendor pool; allowing Trex to take advantage of the goodwill, efficiency and savings associated with producing international marketing collateral in its local markets.

About Trex

Trex Company is the country's largest manufacturer of wood-alternative decking and railing products, marketed under the brand name Trex®. The company was formed in 1996 through the buyout of a division of Mobil Corporation and went public in 1999. Trex Company is headquartered in Winchester, Virginia, with manufacturing facilities in Fernley, Nevada and Winchester, Virginia.

Trex outdoor living products are true value-added features for residential and commercial installations. They offer unmatched good looks and longevity, and will never rot, crack or splinter. Trex products are extremely weather-resistant and never need painting or staining for protection. Trex decking is the only composite lumber to be code-listed by the nation's three major building code agencies. For more information, visit trex.com.

Industry: Forestry and wood products
Retail Presence: Over 5,500 locations
Sales Revenue: \$307,350,000
Client Since: 2009

eLynxx Solutions Provided:

eLynxx software
Exclusive sourcing method
Professional services including:
• Vendor identification and qualification
• Sourcing support
• Production support

"eLynxx Solutions offers a very good, well-defined system that enables faster speed to market and ensures consistency and quality in our marketing materials."

Dan Warren
Managing Director,
International Business Development

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