



REFLASHED AND READY SMART APPLIANCES THAT REACH CONSUMERS UP-TO- DATE AND READY-TO-USE



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Introduction: Get More from Your 3PL Provider

Many 3PLs offer the bare minimum: just pick, pack, and ship functions. But what about when you need something extra to set your business apart?



That's where **value-added services** come in. These might include:

- Kitting and bundling
- Display design and assembly
- Packaging
- Relabeling
- Reboxing
- Product rework and refurbishment
- Quality control

All of these options are designed to help you:

- Maximize sales
- Minimize waste
- Cut costs
- Save time
- Enhance the consumer experience



Whether you're selling via D2C, retail, or both, value-added services are a strategic way to achieve operational excellence.



By partnering with a 3PL that offers these capabilities in-house, you gain a true one-stop solution—reducing handoffs, accelerating speed to market, and creating a more consistent, high-quality experience for your customers.



Motivational has reworked over 15 million units and counting. With over 45 years in fulfillment and logistics, there isn't much we haven't seen—and we're dedicated to customizing our approach to each and every special project.

For example: **What happens when you need to make updates to a product after it's reached the US ports, but before it reaches your customer?**

Some brands might choose to send this product to a separate service provider to update the firmware or replace parts, but that approach means additional time and costs lost to transit. For software updates, some brands choose to go ahead and let the product ship to the consumer, placing the burden on the consumer to figure out how to do the update themselves.

It's clear that making these changes in a timely manner can go a long way toward preventing customer dissatisfaction and avoiding additional concerns. Dealing with these changes at a warehouse level can also help make your overall logistics process easier and more streamlined.

In the following pages, we'll walk you through a real-world example of how we help our customers with these value-added services.

PROBLEM: OUTDATED SOFTWARE

Problem:

- A leading housewares brand had vacuum cleaners arrive at the Los Angeles port from China with outdated software, released after manufacturing.
- Selling these units as-is would have resulted in a poor customer experience, requiring end users to manually update software post-purchase.



SOLUTION: REFLASHING

Solution:

- Motivational provided software reflashing as a value-added service.
- Each vacuum was unboxed, updated with the latest software, tested for functionality, and reboxed, ready for sale without burdening the end customer.



RESULTS: SEAMLESS EXPERIENCE

Results:

- This service ensured a seamless out-of-box experience for consumers.
- The company was able to avoid negative reviews or returns due to outdated tech.
- There was no need to deal with the added logistics of returns or customer service issues.
- Brand perception and customer satisfaction were enhanced.





Conclusion: We Rise to Any Challenge

Over our 45+ years of experience, we've seen or done just about everything, including reworking over 15 million units. We're ready, willing, and able to accommodate a broad range of requests that can help you save money, shorten delivery times, and improve your customers' experience. We understand that your logistics challenges are unique, which is why our approach is always tailored to your specific goals.

Are you ready to work with a 3PL that serves as a true partner and is an efficient, one-stop shop? Let's talk!

ABOUT MOTIVATIONAL FULFILLMENT & LOGISTICS SERVICES

At Motivational, our top priority has always been to deliver stellar service to our clients. Your business is our business, which is why we'll always go the extra mile to find solutions that accomplish your objectives while delivering the greatest value to you.

Motivational started as a family business, founded in 1977 by Hal Altman. Today, his son, Tony Altman, leads the company as President. But "family business" extends beyond the company's origins—it's at the core of what we do. At Motivational, you're not just a number to us. You're a valued part of the Motivational family, and one of the unique things about working with us is the access you'll have to our team. In addition to having a dedicated Account Executive, you'll be supported across the organization, from IT integration to the warehouse floor.

Many of our staff have been here 25, 30, or even 40+ years. This means we know our business inside and out and will work extremely hard to know your business just as well. Our team, from the top down, is easily accessible and available for you. We care about getting it right and always doing the right thing for our clients, and if we need to work around the clock to meet a deadline for you, we'll do it.

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