

SPECTRA MEETS COMPLEX FULFILLMENT REQUIREMENTS FOR MAJOR BRAND

Spectra, a South Carolina-based 3PL, partnered with a major hair care brand to deliver highly customized, detail-driven product fulfillment services.

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EINPresswire.com/ -- As an established and trusted provider in the third-party logistics (3PL) space, Spectra has gained a reputation for excellent service with one group of clients in

particular. These clients need fulfillment for product lines with unusually detailed handling, storage, and shipping requirements. It can be very difficult for these clients to find a fulfillment provider that is willing to accommodate all of the criteria they have for their products, and even more difficult to do so at a rate that is not cost prohibitive.



While Spectra regularly contracts with clients to accommodate special requests—labeled “[value added services](#)” by the 3PL provider—one recent example included more of these requests than most. With an efficient account setup process and supervision by fulfillment managers well versed in specialized services, the partnership has proven to be a highly effective one.

The client in question distributes hair care products to retail locations and hair salons throughout the United States. One of the most basic requirements for a fulfillment partner for these products was climatized warehousing. Many of the products are temperature sensitive, and exposure to temperatures outside a certain range during storage degrades them such that they are unusable. In fact, one of the most significant motivations for the client to seek a new fulfillment partner was the loss of a large quantity of product due to this problem occurring in a warehouse that was not climatized.

Many hair care products are also categorized as hazardous materials and come with strict regulations on storage and shipping. Spectra was able to ensure correct handling of these hazardous products while they are stored at Spectra’s facility.

Occasionally, the client requires relabeling, repackaging, minor repairs, light assembly, and other modifications to products or collections of products before they are shipped to end users. Spectra's ability to perform these tasks within its storage facility greatly streamlines the process of getting the client's products to their end users as ordered.

Spectra also utilizes its in-house print facility to print seasonal and other marketing collateral for the client, which can then be applied to the products in the Spectra warehouse. These services make it very easy for the client to execute marketing campaigns affordably and efficiently, with print production, kitting, and shipping all handled by the same team.

Finally, Spectra also created an intuitive, engaging B2B entry order portal for the client, through which end users can select the products they want and place orders for them. The portal is linked to the [Spectra inventory management](#) system and contributes to efficiency in reordering products and tracking metrics.

Spectra serves organizations in many different fields with these and other value added services, expanding the ability of companies to offer their B2B or B2C end users flexible ordering options and efficient, accurate fulfillment of orders. Those interested in learning more about the 3PL provider can do so at www.spectraintegration.com.

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