



# Recycle Record

The Pallet Profile's monthly answer for the recycling industry.

## FIRST SORT

### Northwest Pallet Rebrands as Prime360®, Outlines New Data-Centric Philosophy

By Chaille Brindley

Last year, **Northwest Pallet** (NWP) and **Prime Woodcraft Inc. merged** to develop the largest pallet network in the country with over 1,000 partners. This blended company has recently **rebranded as Prime360®**. More than just a new logo and name, the new identity reflects the **direction for the unified company** and presents some **interesting ideas for the future of pallet recycling and markets**.

President and CEO, **Jack Donnell** explained, "Prime360 captures nearly every facet of our new organization in one word. **Prime conveys first and best** – emphasizing our commitment to put our customers first and delivering the best services to them. And 360 represents how we can leverage our resources to **give customers full visibility into their supply chain processes**, identify key issues quickly, and realign their strategies as needed to best optimize their operations and financial performance."

The **key to supply chain visibility is data**. Prime360 has developed a new Web-based technology using video and pictures to help **improve customer tracking and accountability**. "This is unlike anything else

in the industry. We looked at going with off-the-shelf technology, but we decided, after speaking with our customers about what they need, to go with **building our tracking system from the ground up**," commented Donnell.

Jim Riff, vice president of supply chain for Prime360, said, "Using **pictures and video technology** that can turn that information into data is critical for accuracy. Our technology provides **accurate, real-time counts backed with evidence to support our claims**. We are looking at extending this to provide more detail, such as pallet grades in the future."

Riff admitted, "There will always be the human element when it comes to manual tracking, but we are doing our best to be as accurate as possible and **utilize technology to eliminate errors**."

That's where the 360 part of the new brand comes into play. Prime360 wants to provide as accurate as possible analysis of a customer's pallet needs to **connect them with the right supplier partner mix**.

Donnell explained, "Our partner network is extensive and very

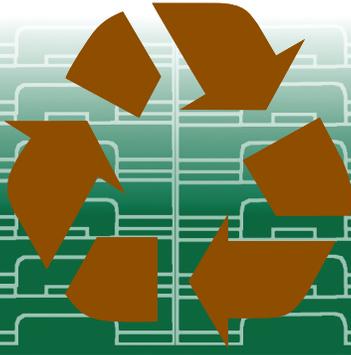


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Jack Donnell*

adaptable, instead of owning just one company-owned recycling facility in a market, we can have **20-30 partners who are good at different things**. I can move business around to be more agile and better serve customers."

Prime360 has tested this new technology at customer locations



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and is **now deploying it at all Total Pallet Management (TPM) locations** across the country with tablets located on forklifts and repair stations. PrimeVision® offers **customizable reports and dashboards** as well as transparent tracking on order status based on location, date and type of pallet.

Data allows Prime360 to develop the right program mix for each customer including **TPM locations, partner networks, various delivery options, value-added services** and more. Donnell stated, "Our strategy focuses on sustainability and the circular economy. And our new software provides a **360 view of a customer's supply chain.**"

Prime360 leverages its **1,000+ partner network**. The company claims to have the largest customer onsite TPM model in the country to support its extensive customer base. It also provides assistance with operations assessments, inventory controls and supply chain audits, safety evaluations and training, pallet optimization programs, and more.

Sustainability is more than just a business buzzword. **Prime360 works to reduce the amount of pallets going into landfills and eliminate unnecessary truck trips.** The company and its partners sustainably **recycle over 55 million pallets per year.**

All of these recent moves have come out of the growth strategy and merger between Northwest

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Pallet Services and Prime Woodcraft last year. Donnell commended his team, "We had a plan to **integrate the two companies** by the end of December 2019. But we **were ahead of schedule**, fully integrated by the beginning of November."

NWP kept some Prime locations and sold off others while retaining most Prime employees. The **company sold off four Prime locations and kept two.** These decisions were based on the availability and service levels offered by business partners, customer needs, and the most cost-effective strategy.

Riff said that **Prime360 uses an Asset Smart approach** where it owns some of its locations and relies on third party partners for other operations. You are starting to see different approaches take shape. Some companies are brokers only and never take possession of any pallets at all. Others use an asset-based approach where the pallet provider owns most if not all of its repair facilities. Still, others use a more hybrid approach,

and that is what Prime360 does.

Donnell said, "Since our merger with Prime Woodcraft, **our service levels and profitability have improved.**"

Prime360 is growing its network because it likes to utilize multiple partners in a market versus operating one company owned facility. Donnell explained, "Rarely do we ever use any one partner for more than 25% of an award/customer bid."

The Prime Woodcraft merger was a big deal for the company last year. But it isn't done when it comes to growth and acquisitions. Donnell forecasted, "There will be **more acquisitions this year.** We are very well funded, and we have some strategic growth plans for the future."

To check out Prime360's new strategy and customer pitch, **visit [www.prime360.com](http://www.prime360.com).** 

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