



Case Study

Pacific International Marketing Achieves End-to-End Inventory Accuracy



For more than 25 years, Pacific International Marketing has been a trusted leader in growing, packing, and shipping premium produce straight from the fields with speed, efficiency, and traceability.

But in a complex operation involving multiple coolers, customers, and grower-partners, Pacific International knew that achieving consistent accuracy and efficiency in warehouse and inventory management was critical. That's why they turned to RedLine Solutions.

Warehouse Efficiency from Field to Fork

Pacific International Marketing operates three major coolers powered by RedLine Solutions' technology. These locations are integral to the movement of inventory from the 'field to fork' through packing and shipping, including:

- **Field-packed produce brought to coolers for sorting and staging**
- **Managed inventory for Pacific International and other companies**
- **Commercial cooler services for customers like Central City, Cool Pacific, and Pure Pacific Cooling**

Their operation relies heavily on integrated systems and powerful software to track every box and pallet through room, rack, and shelf locations until final shipment.

Key Outcomes and Success Metrics

RedLine Solutions has helped Pacific International streamline operations and gain control over its complex cold storage systems. The impact has been significant:

Confidence in Inventory Accuracy:

Staff can track inventory 24/7/365 with full confidence that the data is correct.

Improved Efficiency:

Detailed reports and real-time location tracking allow the team to make smarter, faster decisions.

Production Visibility:

Leadership clearly sees where inventory sits in the system, enhancing accountability and planning.

Partner Collaboration:

Pacific supports other growers and packer-shippers by providing connected cooler services backed by RedLine's technology.

 *RedLine's system is a key IT support product integral to what we do every day.*

Bryan Searcy,
Director of Information Technology at Pacific International

A Foundation for Future Growth

As Pacific International continues to expand its footprint in the produce industry, it does so on a solid foundation of technology, traceability, and operational excellence. With RedLine Solutions as a long-time partner, they can be confident that their inventory systems are not just keeping up with the pace of business—they're setting the standard.

Looking to achieve real-time inventory visibility like Pacific International Marketing?

Contact RedLine Solutions today to see how we can help streamline your warehouse operations and support your entire supply chain.



*Image credit: Pacific International Marketing | <https://www.pim4u.com>

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