



SUMMARY

Evriholder Products, an innovative housewares company headquartered in Brea, California, partnered with TransImpact to streamline demand planning and reduce inventory costs. By implementing TransImpact's AI-driven platform, the team improved forecast accuracy by 30%, eliminated 7,500 underperforming SKUs, and reduced excess inventory by \$14 million across retail locations—without compromising product availability or service levels.



INDUSTRY:
Housewares



JOB TITLE:
Chief Operating Officer



HEADQUARTERS:
Brea, California



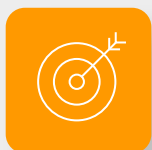
PRODUCTS USED:
Demand Planning

Evriholder Products Reduces Excess Inventory by \$14 Million with TransImpact

Founded in 1995, Evriholder Products has grown into a leader in household solutions, launching over 500 new products annually across categories such as kitchen, cleaning, pet care, and storage. Their diverse brand portfolio includes FURemover, Joie, Bamboo Naturals, and Sophisti-Clean.

This rapid expansion led to a product catalog of nearly 9,000 SKUs, creating complexity in demand planning and inventory management. As product complexity increased, Evriholder Products' legacy planning tools became a bottleneck—driving up inventory costs and making it difficult to maintain service standards.

To overcome these challenges, Evriholder Products turned to TransImpact for a smarter, more scalable forecasting solution.



The Challenge: Rapid Expansion



“ Sometimes you need to lower the water to see where the rocks are. With the help of TransImpact, we found that a lot of SKUs weren’t being sold and were just resting in inventory. Once identified, we began the process of eliminating the ineffective products. ”

- Eileen Li, Chief Operating Officer, Evriholder Products

From SKU Sprawl to Strategic Planning

By implementing TransImpact’s AI-powered Demand Planning platform, Evriholder Products shifted from reactive forecasting to proactive, data-driven inventory management.

The platform delivered measurable results:



SKU Rationalization: Identified and removed 7,500 underperforming SKUs, streamlining the product catalog and freeing up resources.



Enhanced Forecast Accuracy: Increased forecast accuracy from 40% to 70% for better decision-making and inventory alignment.



Inventory Optimization: Reduced excess stock by \$14 million at brick-and-mortar stores—without compromising product availability.



The Solution: Intelligent Demand Planning



KEY RESULTS

- 7,500 ineffective SKUs identified and removed
- 30% improvement in forecast accuracy
- \$14 million decrease in excess inventory
- Stronger ability to scale efficiently and profitably

Evriholder Products Transforms Demand Planning—From Complexity to Clarity

With TransImpact's support, Evriholder Products replaced inefficient planning methods with a system built for scale, speed, and strategic insight.

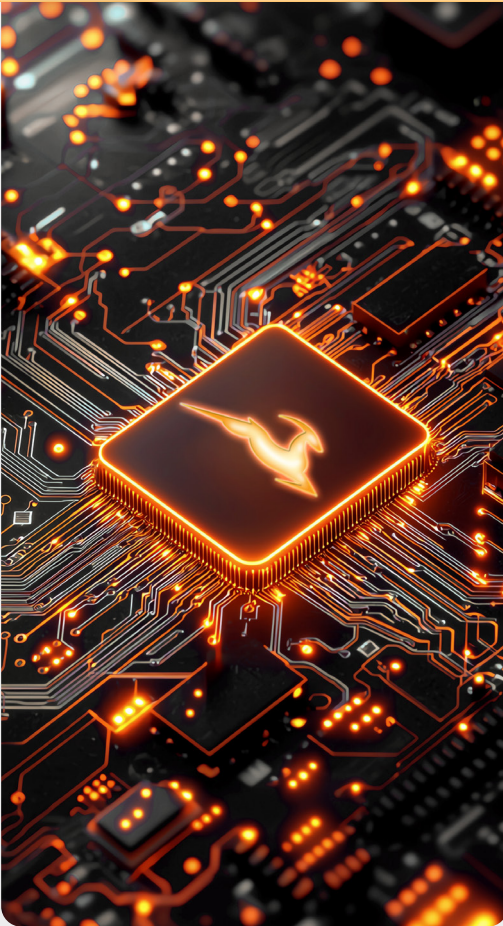
The transformation didn't just cut costs—it empowered the company to make smarter inventory decisions, reduce planning time, and better serve retail partners.

Today, Evriholder Products' demand planning process is more agile, more accurate, and better aligned with its global growth goals—positioning the company to thrive in a competitive and fast-moving retail landscape.



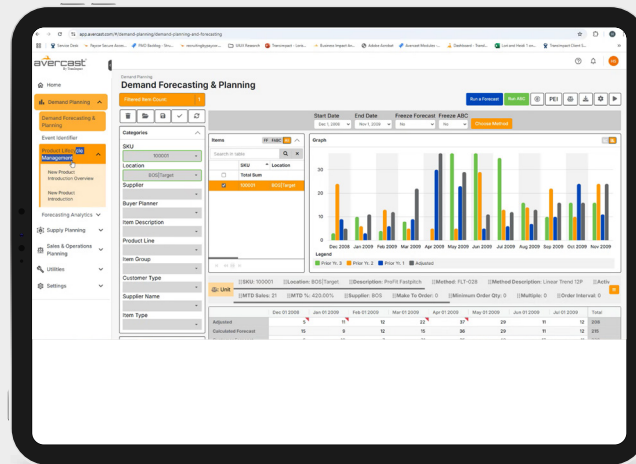
The Results: Streamlined Operations





About TransImpact

TransImpact is a leader in technology-driven supply chain optimization. Our AI-driven solutions in supply chain, parcel contract negotiation, spend intelligence, and logistics cost management empower businesses to drive efficiencies, optimize costs, and improve financial performance. Trusted by companies managing over a billion dollars in logistics spend, TransImpact delivers real-time insights and strategic advantages to help organizations stay ahead in an ever-evolving marketplace.



Transform Your Supply Chain into a Strategic Advantage

Stop relying on guesswork and outdated planning methods. With TransImpact's Supply Chain Planning solutions, you gain real-time visibility, improve forecast accuracy, and align inventory decisions with demand.

→ Take control of your demand planning and supply chain now!

Email us now at

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