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Combining Logistics Consulting Expertise with 3PL Management Capabilities

By Editorial Staff

Navesink Logistics, Bridgeway Logistics team up to expand business

Middletown, NJ — April 4, 2006 — Navesink Logistics is partnering with Bridgeway Logistics under a deal that will combine Navesink's logistics consulting expertise with Bridgeway's third-party logistics management capabilities.

Navesink provides software integration consulting for the logistics/supply chain industry, while Bridgeway Logistics is a third-party service supplier of logistics management services.

The alliance announced this week will give Navesink access to Bridgeway's expertise in supply-chain management, while Bridgeway will be looking to grow its client base on the basis of referrals from Navesink's network of retailers, software vendors and boutique consulting firms.

As part of the agreement, Navesink will receive revenue-sharing opportunities for new business it helps garner.

Navesink Logistics President Thomas A. McKenna said: "This agreement allows both of our companies to gain more presence in the third-party logistics market niche by melding complementary services and core competencies. As a result, we can offer our clients one-stop shopping."

Bridgeway Logistics President Tom Maness added: "The specialties of each company enhance the services of the other. Navesink offers consulting, data-quality assessments and software implementation that allow customers to increase the effectiveness of their logistics strategies. Our company helps clients carry out those plans through technology and process improvements, providing warehousing, transportation and distribution services."

Additional Articles of Interest

— Contemplating RFID? Here are three critical questions to answer before embarking on a **radio frequency identification initiative**. Read "[Recognizing Real RFID Adoption Potential](#)," in the February/March 2006 issue of *Supply & Demand Chain Executive*.

— To build a competency in **supply network design**, this consumer products company first had to build confidence. Read more in "[Designing the Best Supply Chain Gillette Can Get](#)," in the February/March 2006 issue of *Supply & Demand Chain Executive*.

Companies mentioned in this article:

[Bridgeway Logistics](#)
[Navesink Logistics](#)

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