

SpotSee™ David Edward Furniture Case Study

David Edward Furniture's 25-year partnership with ShockWatch helps keep its products and reputation intact.



About the Customer

Baltimore-based David Edward has been a family-owned furniture manufacturer and design firm for more than 50 years. The company is known for hand-crafted quality and superb design that is both classic and appealing to modern day interior designers. The company utilizes old-world methods to manufacture its own David Edward seating product line and licensed products for other furniture marketers, all made on American soil.

Protecting a Quality Reputation

David Edward has been using ShockWatch products for its cartoned shipments since 1989 and was one of the first furniture manufacturers to invest in this kind of formal damage prevention program. The initiative kicked off with an introductory meeting with ShockWatch and David Edward personnel and representatives from the company's carrier partners.

“The carriers were actually happy to see additional information posted on the cartons for their employees to ensure careful handling,” recalls George Johnson, vice president at David Edward.

Today, every common-carrier carton shipment leaving David Edward is affixed with a ShockWatch L-55 impact indicator and accompanying companion label. The indicators deter mishandling and reduce damage-related costs by indicating when shipments have been exposed to a potentially damaging impact during transit or storage. The indicators are tamperproof, mechanically-activated devices that turn bright red when an impact occurs. Just as important are the companion labels, which provide a continual visual reminder to utilize careful handling practices with David Edward products.



“Our carriers have told us that their employees are more careful in handling our furniture products because of the ShockWatch labels,” adds Johnson. “Just as important, the devices give our customers more reporting information when they fill out any freight damage claims if damages do occur and the labels are activated.”

Proactive damage prevention, accurate reporting information and a sense of accountability all support the excellent reputation for quality and integrity that David Edward has built over its 50-year history.

D A V I D E D W A R D

