

# A Kitchen Revolution Powered By Supply Chain Precision

Startup to Market Leader—Enabling Freight Savings and Reducing Nationwide Delivery Time by 65%

## Challenge

- Control logistics cost for 72-lb product delivery
- Fulfillment flexibility to support growing business
- Reverse logistics and refurbishment support
- Offshore packaging supply base
- Packaging materials price fluctuation

## Solution

- Flexible and scalable fulfillment model based on order type (residential or business customer) and market demand
- Multi-node operational footprint
- Final-mile freight optimization
- Domestic sourcing of packaging materials, in line with the company's mission
- Real-time BI dashboard and reporting
- Custom refurbishment and repackaging
- Product serialization for traceability

## Benefits

- 2 node fulfillment cuts order delivery time from 7 to 3 days
- Reduced cost per shipment following addition of 2nd node
- Carrier rate shipping cost reductions
- 30% packaging cost reduction
- Flexibility to tailor operations to changing conditions
- Cost and risk reduced across operations
- Real-time BI data supports early detection rapid response



## A Tailored Supply Chain Built for Flexibility and Scale

For the founders of Mill Industries, the **Mill Food Recycler** isn't just a container—it's an innovation that inspires behavior change and transforms food scraps overnight into nutrient-rich grounds that feed gardens, farms, and even chickens. The revolutionary product, handcrafted in North America, launched in 2023—along with a flexible supply chain strategy to support its growth.

The current Mill Food Recycler is about the size of a standard kitchen waste can and weighs 72 pounds. Due to size and weight, each order requires special handling for last mile delivery. Its sleek Apple-style packaging is designed to delight customers from unboxing through setup, making flawless execution critical. To meet these requirements, ALOM built a flexible supply chain service model that delivers precision at scale—without compromising quality or superb customer experience.

With the partnership of ALOM, Mill has progressed from a “first of its kind” startup to be the de facto market-leader, delivering to homes and businesses across the U.S.

## The right 3PL partnership to enable a business evolution

Logistics Manager Karla Rodriguez recalled how Mill came to partner with ALOM, “A member of our management team had worked with ALOM while at another company. He believed that ALOM was the ideal partner that would allow us to develop our supply chain and be flexible to evolve and grow with our business. He was right.”

From the outset, when fulfillment volumes surged and surpassed expectations, ALOM scaled easily, deploying its expertise and systems to help Mill adapt forecasts, inventory strategies, and order workflows in real-time. With higher volume, ALOM logistics experts leveraged strong carrier relationships to reduce freight rates.

Ms. Rodriguez added, “I had a healthy skepticism about ALOM at first. I'd worked with other 3PLs and expected to be managing the partnership every day. But ALOM changed my mind. They weren't just executing, they were innovating with us and thinking ahead to support the business.”

*“Within the company, ALOM is viewed as a dependable partner. The work just integrates smoothly with little to no issues.”*

Karla Rodriguez  
Logistics Manager, Mill Industries

*“I never get questions about ALOM internally. Everyone knows it all just works.”*

**Karla Rodriguez**, Logistics Manager, Mill Industries

**Collaboration to reduce cost and delight customers**

In just under two years, Mill expanded from a single node fulfillment model supported by ALOM at its Indianapolis, IN production and fulfillment facility to a bi-coastal solution that added ALOM’s Sacramento, CA hub location. This delighted Mill customers by slashing delivery time 65% on average from 7 to 2-3 days (including special-handling last-mile delivery). Mill gained resource capacity to scale new product lines and lowered average carrier cost per delivery.

*“This wasn’t a plug-and-play approach. We were inventing the rules for a revolutionary new product. ALOM didn’t just keep up, they helped write the playbook.”*

Karla Rodriguez  
Logistics Manager, Mill Industries



**Smart sourcing strategy reduces risk and cost**

Mill’s specialized packaging posed an opportunity and a challenge. Many materials were being sourced from overseas suppliers, exposing Mill to long lead times and fluctuating costs. ALOM’s sourcing team stepped in and identified domestic suppliers. This action reduced overseas disruption risks and resulted in 30% lower cost for the domestically sourced material.

**Measurable results – meaningful impact**



**65% Faster Delivery**

Average nationwide delivery time slashed from 7 days to 2-3 days



**30% Packaging Material Savings**

Result of U.S. nearsourcing of previously sourced overseas components

**Real-time visibility to power Mill’s next move**

Through the partnership with ALOM, Mill taps into advanced technology systems that integrate data from across their supply chain—inventory, orders, fulfillment, and returns—into one unified view. At the core is ALOM BI, a business intelligence platform that provides custom dashboards and real-time performance tracking of the metrics most critical to Mill. Automated alerts flag potential disruption issues early, enabling quick adjustment to unexpected conditions such as adverse weather for example.

With historic data and trend analysis to strengthen forecasting, ALOM BI delivers not just visibility but foresight, giving Mill a measurable competitive edge in efficiency, responsiveness, and growth.

**Driving a shared vision for circularity and environmental impact**

ALOM’s commitment to sustainability made it a natural fit for Mill. Together, the companies reduce waste and carbon impact through nearshoring, ethical procurement, freight optimization, and smart reverse logistics.

For example, returned Mill food recyclers are routed to the nearest ALOM facility for inspection and repacking. This keeps fully certified, quality-assured, and meticulously repackaged Mill food recyclers in circulation. By extending product life while protecting brand integrity, ALOM helps Mill transform returns into a model of circular supply chain sustainability.