

CASE STUDY 

From Concept to Central Hub

Building a Midwest Distribution Powerhouse



 **WSI**® × **syngenta**®

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SYNGENTA X WSI: From Concept to Central Hub

How Syngenta built a Midwest distribution powerhouse with WSI

Building a central distribution hub means more than opening a new warehouse. A business must align strategy, operations, and innovation, especially when meeting the demands of today's complex agricultural supply chains.

Global networks add layers of challenge and require balancing domestic and international shipments, navigating strict compliance requirements, and scaling for seasonal surges, all while keeping safety and accuracy at the forefront.

Syngenta faced these challenges head-on as it reimagined its U.S. supply chain. With the majority of demand concentrated in the Midwest, the company needed a trusted partner who could manage a greenfield build from concept to go-live and then adapt as business and industry needs evolved.



WSI delivered a brand-new facility that enabled:



Double-digit growth during COVID, despite global disruption



Domestic and international shipments supported from a single hub



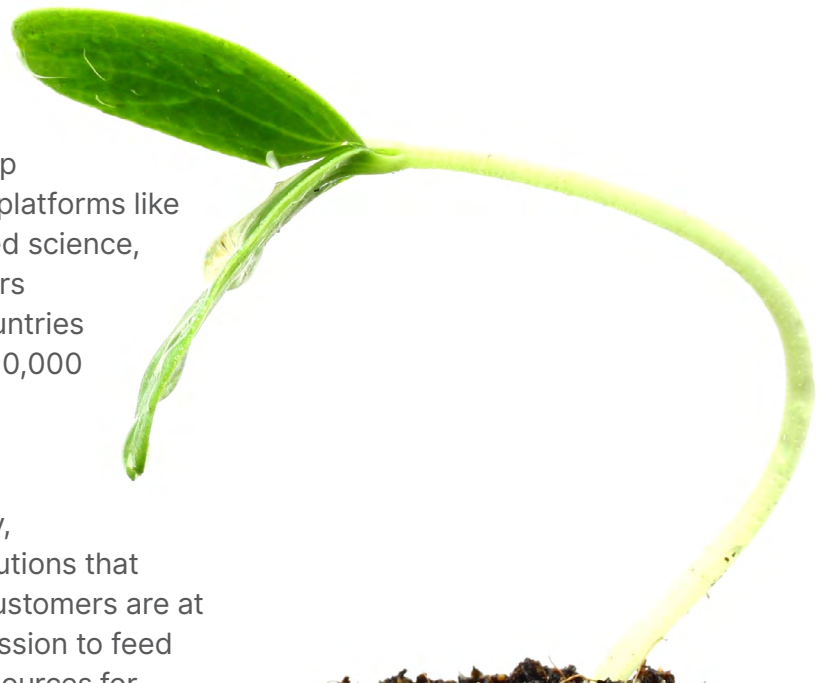
Top-tier on-time performance and safety scores in Syngenta's U.S. network



A network in need of reinvention

For 25 years, Syngenta has been at the forefront of agricultural innovation, with roots stretching back more than 250 years to Switzerland's earliest chemical pioneers. From breakthrough crop protection and hybrid seed technologies to digital platforms like Cropwise™, the company has consistently combined science, sustainability, and collaboration to empower farmers worldwide. Syngenta operates in more than 90 countries with over 30,000 employees worldwide, holding ~10,000 patents in seeds, crop protection, and agricultural solutions.

Guided by a legacy of innovation and responsibility, Syngenta continues to pioneer nature-inspired solutions that improve yields while protecting the planet. Their customers are at the heart of everything they do and drives their mission to feed a growing population while safeguarding natural resources for generations to come.



Why WSI, why now

In 2013, Syngenta began rethinking its U.S. warehouse network to better align with its Integrated Crop Strategy. With the majority of crop protection and seed demand located in the Midwest, the company recognized the need for a central hub that could serve customers faster, reduce transportation costs, and improve supply chain efficiency. There was also the need to handle seasonal surges and strict compliance for major B2B accounts.

But the road was far from straightforward. Over the years, mergers, organizational changes, and evolving industry pressures reshaped the project several times. By 2018, Syngenta turned to a proven partner. Having already worked with WSI in specialized crop facilities, the company trusted WSI to take the lead on designing and operating a new strategically located greenfield distribution center with integrated services: land, labor, layout, and systems.

The choice of WSI was as much about trust as it was about capability. Syngenta needed a partner who could manage a long, complex project, from site selection to construction to operational startup, while staying patient and flexible through changes in scope. Vikrant Rai, Manager of Operations Strategy at Syngenta, said, **“They are not just executors but true collaborative partners who proactively surface challenges and work with us on solutions.”**

WSI managed the project end-to-end: identifying land within demand zone, overseeing design and layout, and staffing and integrating systems that would power the new facility.

In October 2020, at the height of the pandemic, the Council Bluffs site went live. And what began as a finished goods distribution center quickly expanded into a free trade zone operation with international shipping capabilities.



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Manager of Operations Strategy at Syngenta

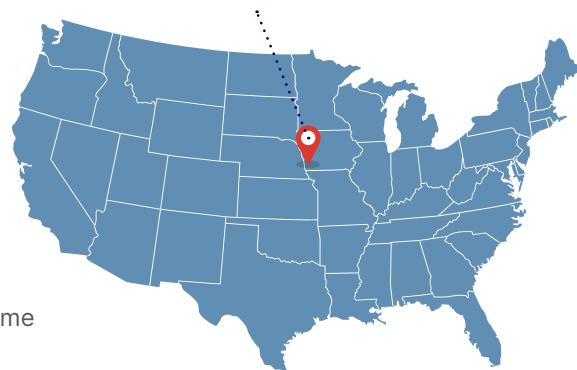


Innovation under pressure

Launching during the most volatile period in modern supply chain history put the partnership to the test. However, Cassandra Coon, Regional Category Manager at Syngenta, said, **“How WSI reacted during some of the rockier times really showed their commitment to the relationship.”** Yet Council Bluffs not only opened on time but also immediately began driving value.

Double-digit growth followed, with the facility ranking among the best in Syngenta’s U.S. network for on-time performance and inventory accuracy. “We’ve seen time and time again that the management there is doing a great job. Safety, cleanliness, organization—it’s a really well-run ship,” said Mandy Johnson, Transportation Manager at Syngenta.

Safety scores were consistently high, and incident rates remained among the lowest of any site. Perhaps most importantly, WSI helped Syngenta expand from domestic-only distribution to supporting free trade zone operations and imports and exports.



A hub that delivers

Today, Syngenta’s dedicated WSI facility stands as more than just a warehouse. It is a strategic hub that strengthens Syngenta’s ability to serve U.S. farmers and customers with reliability and speed. Rai said, “WSI performs very well because they manage our highest inventory volumes with great on-time performance and strong safety results.”

For Syngenta, WSI has helped drive:

- ✓ **End-to-end development** from land acquisition and layout design to staffing and systems for a new central distribution hub
- ✓ **Double-digit growth** during COVID despite global supply chain challenges
- ✓ **Domestic-only to international** shipments from the same site
- ✓ **On-time performance and inventory** accuracy ranked among the highest in the U.S. network
- ✓ **Leading high safety scores** and low incident rates

Heath Billingsley, Syngenta NA Regional Head of Production and Supply, summarizes it best:



Over the years, our partnership with WSI has evolved into a trusted regional hub that plays a vital role in Syngenta’s supply chain. Their collaboration and commitment have helped us deliver the most reliable and responsive supply chain in the industry, fully focused on supporting the success of U.S. farmers.”



What sets WSI apart

WSI's role in Syngenta's supply chain goes far beyond day-to-day warehousing. What differentiates WSI is a combination of foresight, adaptability, and operational discipline that ensures resilience even in the most complex environments.

WSI brings proactive problem-solving, identifying potential issues before they disrupt operations and collaborating on solutions that keep the network moving. Their adaptability was proven during the pandemic, when volatility and sudden demand spikes tested supply chains worldwide. With integrated capabilities that bring warehousing, shuttle operations, compliance, and FTZ management under one roof, Syngenta benefits from both efficiency and transparency. And with scalable infrastructure designed to grow alongside Syngenta, WSI has positioned the facility as more than a warehouse; it's a central hub built for today and ready for tomorrow.



Safety, cleanliness, organization—it's a really well-run ship,"

Mandy Johnson

Transportation Manager at Syngenta

What's next?

Looking ahead, Syngenta plans to deepen Council Bluff's role as its central U.S. hub. Together with WSI, the focus will be on expanding services, integrating new innovations in compliance and technology, and maintaining the flexibility required to navigate an increasingly complex global supply chain.





About WSI

WSI (Warehouse Specialists, LLC) is a leading 3PL provider delivering reliable fulfillment and supply chain solutions nationwide. With the perfect mix of people, processes, and technology, WSI empowers brands to make the most of their supply chain operations. We help retailers optimize their logistics spend, streamline their operations, and improve customer satisfaction via a collaborative partnership. We understand every business is unique. That's why we offer a wide range of customization options and value-added services to meet each partner's specific needs.

About Kase

Kase™, part of the WSI® family of brands, is a premier provider of direct-to-consumer, retail, and omnichannel order fulfillment services. Our proprietary fulfillment technology platform was developed specifically with the needs of ecommerce merchants and omnichannel retailers in mind, providing real-time order tracking, order routing, inventory control, and parcel rate selection. Kase goes **Beyond Fulfillment™** to deliver exceptional customer experiences, helping brands keep their promises with every order.