



15 Facilities, One System: How Palmer Logistics Grew Revenue 10.7% with Made4net Synapse WMS

The Challenge:

Palmer Logistics is a family-owned, customer-focused third-party logistics provider specializing in chemical, hazmat, food-grade, and building materials warehousing across 15 facilities in Houston, Dallas, and Savannah, totaling nearly 3.9 million square feet of warehouse space.

As Palmer grew from a small to mid-sized business, the technology underpinning its operations couldn't keep pace. The company ran a legacy warehouse management system (WMS) built on closed architecture and paper-based processes.



The problems were compounding:



No RF capability

Workers relied on manual, paper-driven workflows that created bottlenecks and couldn't match the velocity customers demanded



Non-value-added labor

Time spent on paperwork rather than throughput was eroding efficiency across the operation



No workforce productivity tracking

Managers had no visibility into individual or team performance, making coaching and optimization impossible



A scalability ceiling

The legacy system simply wasn't built to support a growing, multi-location 3PL

The decision to move to a modern WMS wasn't just about fixing what was broken.

It was about building the infrastructure Palmer needed to **compete at the next level.**

Why Made4net:

Palmer needed more than a feature list. They needed a system designed by people who understood how third-party logistics operations actually work and a vendor with the flexibility to grow alongside the business.

Made4net's Synapse 3PLExpert WMS stood out for two reasons. First, it was purpose-built for 3PLs, with architecture that reflects the real operational demands of multi-customer warehouse environments — from hazmat compliance to high-volume bulk distribution. Second, Made4net brought practitioners with hands-on warehouse and 3PL experience to the implementation, not just software consultants.

For Palmer, the difference between a vendor saying "yes, we can do that" and one that says "here's how we handle that" was the deciding factor.

The Solution:

Made4net implemented Synapse WMS across Palmer's 15 facilities, replacing paper with RF-directed workflows and giving operations leaders the real-time data they'd never had before.



RF-Directed Workforce Management:

Synapse replaced all paper-based receiving, putaway, and outbound workflows with RF-directed tasks. Every warehouse associate is now guided by the system in real time, eliminating manual entry bottlenecks and introducing a consistent, auditable process across all locations.

Productivity Tracking by User:

For the first time, Palmer's managers gained visibility into productivity at the individual employee level. Synapse captures detailed activity metrics by user, giving supervisors the data they need to coach effectively and continuously improve throughput.

Hazmat & Regulatory Compliance:

Palmer's chemical warehousing operations require rigorous compliance with OSHA and EPA standards. Synapse supports lot tracking, hazmat storage protocols, and documentation requirements that manual systems couldn't reliably enforce at scale.

Integration Flexibility:

3PL customers don't run uniform technology stacks, and Palmer's customer base is no exception. Synapse gives Palmer the ability to connect with virtually any customer system, meeting each account where they are. Current integrations include SAP and TechDynamics with the infrastructure in place to support additional systems as customer adoption matures.

Results:

Palmer went live on Synapse WMS in 2023. The numbers tell a compelling story.



Revenue Growth:

+10.7%



Workforce Efficiency:

+27.4%



Paper-Based Processes:

Eliminated



Customer Onboarding:

Accelerated

"The system was designed by third-party warehouse operators. It has robust capability and is a great tool to run your business. We grew our revenue by over 10% while reducing our headcount by more than 21%. That's what the right WMS makes possible."

Brett Mears, President, Palmer Logistics

Summary:

Palmer Logistics didn't just replace a legacy WMS, they replaced a ceiling. With Synapse, they have the operational infrastructure to manage complex, high-volume warehousing across a 15-location footprint, meet the compliance demands of chemical and food-grade operations, and continue scaling without adding headcount proportionally.

MADE4NET

Made4net is a leading global provider of best-in class, cloud-based supply chain execution and warehouse management software for organizations of all sizes to improve the speed and efficiency of their supply chain. In addition to their industry renowned WarehouseExpert WMS, the platform offers modular components like integrated yard management, dynamic route management, proof of delivery, labor management and warehouse automation solutions that deliver true supply chain convergence.

Contact the experts at Made4net to learn how Synapse 3PLExpert can help you overcome your supply chain challenges.

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