



**For Immediate Release
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Announcing The MonarchFX Alliance

A New Collaborative Business Model for eCommerce Logistics

RALEIGH, NC – The first ten months of 2016 have been spent laying the foundation for the “Go Live” of The MonarchFx Alliance. An exciting journey that began from a desire in 2010, in response to the Great Recession, to further enhance the adaptability of supply chains, into the creation of a whole new collaborative business model for eCommerce logistics.

[The MonarchFx Alliance](#) is a combination of best-in-class sellers and providers of, supply chain technology, third party logistics, final delivery, material handling integration, and real estate services that reinvents eCommerce logistics in the United States. This is the coming together of world class supply chain and logistics companies with world class sellers of products to form a best-in-class eCommerce logistics ecosystem that is new, smart, and innovative.

[The MonarchFx Alliance](#) offers eCommerce retailers and brands lower costs and quicker final delivery than any single company can achieve on its own. It provides a lifeline to organizations who want to continue to control their brand, while offering reasonably priced same-day, next-day, and two-day delivery throughout the United States. This is achieved with access to local automated fulfillment networks and local / regional final delivery services.

[The MonarchFx Alliance](#) does not replace a seller’s logistics ecosystem; rather, it complements the seller’s logistics ecosystem. The vision is to be the preferred direct-to-consumer logistics provider, operating with the lowest cost, while delivering the highest levels of customer service and providing superior value for sellers. The mission is to create, build, and manage a substantial eCommerce logistics ecosystem that establishes alliance members to become the preferred direct-to-consumer logistics solution in the United States.

The following is what allows for the success of The MonarchFx Alliance:

- The economies of scale resulting from multi-tenant integrated fulfillment operations.

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- The justification of automated material handling systems in localized facilities, due to the volume in each facility.
- The reduction in final delivery distance, due to multiple local fulfillment operations.
- The economies of scale resulting from combining the deliveries of multiple sellers.
- The leveraging of world class technology to optimize inventory allocation.

Through the leadership of Dr. James A Tompkins, Chairman, The MonarchFx Alliance is dedicated to helping executives grasp the implications of how eCommerce and the digital economy have changed business models. The MonarchFX Alliance is here to help businesses become more agile and profitable together.

About The MonarchFx Alliance:

The MonarchFx Alliance is the coming together of world class supply chain and logistics companies with world class sellers of products to form a reinvented logistics ecosystem that is new, smart, and innovative. The Alliance offers a local automated fulfillment network and local/regional final delivery services at a competitive price, providing great customer service. The vision of MonarchFx is to be the preferred direct-to-consumer logistics provider, operating with the lowest cost, while delivering the highest levels of customer service, and providing superior value for MonarchFx sellers. The mission of MonarchFx is to create, build, and manage a substantial logistics ecosystem that establishes MonarchFx Alliance members to become the preferred direct-to-consumer logistics solution in the United States.

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