



Southern California 3PL Fulfillment Company Embraces The Internet As Part of Its Rebranding

Southern California Warehousing, (formerly Kelmar Industries), a leading supply chain and logistics company, announced today the relocation of its company headquarters and completion of its rebranding.

La Mirada, CA ([PRWEB](#)) January 6, 2011 -- Southern California Warehousing is a 3PL warehouse, fulfillment and logistics company located in La Mirada, California. Since 2003, SCW has provided value added services ranging from warehousing, label changing, inspections to fulfillment, replenishment programs and custom requirements.

"Rebranding our company is a strategic process resulting from careful thought and planning," said Marc Schnell, President and Founder, Kelmar Industries. "Our rebranding process is a necessary and integrated marketing strategy that will allow us to increase our exposure via the internet and as a brick and mortar company. As a leading 3PL services provider, we needed to maximize our internet exposure and felt our new name should reflect our location and service delivery. Southern California Warehousing accomplishes this." SCW enlisted the help of online marketing agency eMaximize to guide them through this process.

SCW also moved its headquarters to La Mirada, California. This move puts SCW closer to all southern California sea ports, airports and railways. Companies such as Quiksilver and Smashbox Cosmetics hire SCW to receive large shipments, reconcile, package and ship to their customers, such as Kmart & Walmart. "We are excited to be closer to the major transportation centers in Los Angeles. In addition we significantly increased our warehousing square footage which allows us to offer competitive pricing and services to our customers.", says Marc Schnell.

About SCW

Southern California Warehousing is a 3PL logistics, distribution and warehousing company founded in 2003 by Marc Schnell a longtime industry expert . Located in La Mirada, California, SCW provides value added services ranging from ticketing, label changing, inspections to fulfillment, replenishment and custom requirements. SCW's management team is comprised of dynamic results driven professionals, with a proven track record of high level operations management, strategic planning, and large volume warehousing & distribution. SCW excels in personalized service customized to meet client specific requirements. For more information please call 714-522-8900, or visit <http://www.southerncaliforniawarehousing.com>

About eMaximize

eMaximize is an internet marketing consultancy located in Manhattan Beach, California. eMaximize provides effective online leadership and consulting services including, search engine marketing and optimization, pay-per-click advertising, analytics, social media and general internet consulting. For more information please call 310-546-2470 or visit <http://www.eMaximize.com>

###



Contact Information

Fore More Information

Southern California Warehousing

<http://www.southerncaliforniawarehousing.com>

714-522-8900

eMaximize

<http://www.emaximize.com>

310.546.2470

Online Web 2.0 Version

You can read the online version of this press release [here](#).