

**For Immediate Release**  
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**MonarchFx, a Tompkins International Company, Announces Alex Brands® as its Newest Seller**

*MonarchFx facilitates Alex Brands® distributed logistics, strengthening customer satisfaction.*

**Raleigh, NC** - MonarchFx, a [Tompkins International](#) company, a nationwide alliance of best-in-class providers focused on delivering value and efficiency through distributed logistics, announces its newest client, Alex Brands®.

The Alex Brands family of brands is comprised of some of the most iconic, recognizable and award-winning toys and games in the industry today. Their mission is to provide children of all ages with quality products that help develop their imagination and creativity, foster personal expression and build self-esteem. Alex Brands consists of several brands of toys, including Alex, Poof, Slinky, Shrinky Dinks, Ideal, Backyard Safari, Zoob, and Scientific Explorer.

[Alex Brands](#) began outbound shipping at MonarchFx's Dallas, TX location last month and will begin processing additional shipments in early 2020.

Alex Brands selected [MonarchFx](#) because it enabled them to outsource their logistics operations, enabling them to focus on core business functions including, product development, customer service and developing key direct-to-consumer capabilities to grow their eCommerce business.

“We will use our highly integrated network of people, technology and physical assets to help Alex Brands manage their goods more efficiently throughout their supply chain, helping to ensure customer satisfaction. I was honored to be on site in Dallas with the Alex Brands and MonarchFx teams to take part in the first outbound shipment,” said [Jim Tompkins](#), CEO Tompkins International and MonarchFx.

Kenneth Dunaj, President and COO of Alex Brands, stated, “Since beginning to work with the MonarchFx team our logistics capabilities have increased greatly, and we expect this to continue as we plan further growth into other MonarchFx facilities. We look forward to a long and growing relationship with MonarchFx.”

**About Tompkins International**

Tompkins International is a supply chain consulting and implementation firm that maximizes supply chain performance and value creation. It enables clients to be more profitable and valuable, while also becoming more agile, flexible, and adaptive to the

marketplace. Tompkins collaborates with client teams to develop improved operations strategies, supply chain planning, and execution across all the Mega Processes of supply chains (PLAN-BUY-MAKE-MOVE-DISTRIBUTE-SELL). Tompkins is headquartered in Raleigh, NC and has offices throughout North America and in Europe and Asia. For more information, visit: [www.tompkinsinc.com](http://www.tompkinsinc.com).

### **About MonarchFx**

MonarchFx, a Tompkins International company, is an alliance of leading logistics service providers, supply chain technology providers, and partners, managed by experienced executives, that provides world-class logistics and fulfillment solutions through an innovative logistics ecosystem. It serves retailers, brands, and other sellers with multiple fulfillment channels, providing speed, quality, and efficiency, operating with distributed logistics centers for nationwide coverage, allowing for same-day delivery. It is high-service, facilitated by advanced robotics, analytics, and artificial intelligence methods for inventory allocation. For more information, visit: [www.monarchfxgo.com](http://www.monarchfxgo.com).

### **About Alex Brands**

The Alex Brands® family of brands is comprised of some of the most iconic, recognizable and award-winning toys in the industry today. With a commitment to helping children become more active and develop their imagination and creativity, Alex Brands offers toys for children of all ages. Brands include ALEX Toys®, POOF®, Slinky®, Ideal®, Backyard Safari®, ZOOF®, Scientific Explorer®, and Shrinky Dinks®. Through their corporate contribution program, Alex Brands Cares™, they have created meaningful partnerships that brighten children's days through play, and to give back to communities locally and nationwide. For more information, visit: [www.alexbrands.com](http://www.alexbrands.com), [www.facebook.com/alextoys](https://www.facebook.com/alextoys) or [www.twitter.com/alextoys](https://www.twitter.com/alextoys).

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