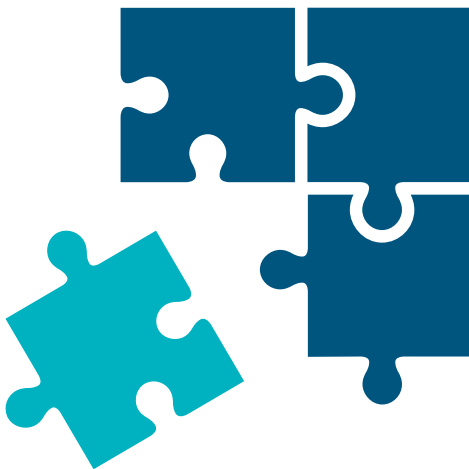


From revealing how to increase e-commerce efficiencies to outlining strategies for thriving amidst disruption and unprecedented demand spikes, these case studies highlight ingenuity and the ability to solve complex supply chain, logistics, and transportation challenges.

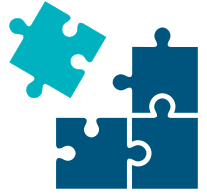


Supply Chain Challenge? **SOLVED!**

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Supply Chain Challenge?

SOLVED



3PL Outsourcing Beyond the Initial Goals

RedStone understands that cost savings are just a part of each client relationship; a 3PL must provide more if the relationship is to withstand the demands of an ever-changing supply chain.

THE CHALLENGE

Outsourcing logistics operations to a 3PL isn't new. Unfortunately, disillusionment after a year or two isn't new either and can result in dissatisfaction. The experience of a RedStone Logistics client that manufactures and distributes outdoor recreational equipment across North America illustrates this challenge.

For Alan, the company's director of distribution and domestic logistics, his frustration was at a point that he knew he had to make a change. "We hired a 3PL to help us save money and ultimately to turn our supply chain into a competitive advantage. Early on, the savings were there, and the 3PL team did everything we told them to. But," he added, "why should we have to tell them what to do? They are supposed to be the experts."

"Our business was growing, and we were not sure that our 3PL was looking beyond cost savings to improve our supply chain as business expanded. What we really needed was a partner who would drive innovation and challenge our ideas if they weren't the best for our business."

Clients are looking for additional assistance and efficiencies, not just reduced costs. Some 3PLs, having worked hard to deliver on early promises, fall into an operating rhythm with current clients and then must turn their attention to meeting expectations of



Growth industries such as recreational equipment require a 3PL partnership that looks beyond initial cost savings to improve supply chain efficiency and customer satisfaction.

new clients that are coming onboard. Culturally, the two organizations may be focused on different priorities.

THE SOLUTION

RedStone understands that cost savings are just a part of each client relationship; a 3PL must provide more if the relationship is to withstand the demands of an ever-changing supply chain. The RedStone answer was a solution designed specifically for the demands of the organization's industry and customer requirements.

"Many 3PL organizations rely on price alone to drive improvements, quickly running out of options to improve efficiencies after lower costs are no longer an option. RedStone solutions start with getting to know our clients—their challenges, systems, processes, people, and most importantly how they measure success—before we do anything else," commented Jim

Ritchie, president and CEO of RedStone Logistics.

RedStone focused its work for Alan on simplifying the entire supply chain from the beginning, not just on reducing the cost of shipping their products.

"We worked with Alan and his team to ensure we met their near-term requirements and anticipated changes in their supply chain," added Ritchie. "We invested in dedicated resources to meet the strategic direction of the

company, the needs of its customers, and the plan for how its supply chain should react to ever-changing logistics requirements."

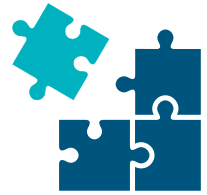
These specialized resources provided by RedStone reach into every corner of the business to drive continuous improvement, resulting in years of client satisfaction. Eliminating client disillusionment is a fundamental imperative for RedStone Logistics, creating client relationships that don't merely survive but thrive beyond the first year of cost savings.

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To learn more:
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Supply Chain Challenge?

SOLVED



Mode Shift to Eliminate Supply Chain Disruption

When supply chains require unique equipment and depend on damage-free, on-time service, partnering with a carrier such as PITT OHIO that can execute mode optimization strategies can impact the success of your business.

Mode optimization is the practice of putting the right size shipment on the right size truck. When this hospitality company struggled with on-time LTL service at their hotels in Ohio, they began to analyze their current shipping environment and sought expertise from PITT OHIO to formulate a solution.

THE CHALLENGE

In the hotel and hospitality industry, on-time delivery by 4 p.m. is critical to successful staffing and hotel operations. Additionally, hotels prefer deliveries during non-peak hours for guests and require the products to be available in the morning for staff to complete their job of cleaning and restocking guest rooms. Without a dock at most locations, a lift gate is necessary and, in most cases, the driver will need to enter the hotel to make the delivery. Serving as an extension to their business, the hospitality industry insists on friendly and courteous delivery drivers dressed in uniform.

In addition to service-sensitive requirements, the hospitality industry also experiences fluctuating shipping volumes throughout the month. Budgets are distributed to hotels at the beginning of each month and most spend their dollars in the first two weeks. At the beginning of the month, a hotel could receive an entire pallet, but by week three, the delivery may just be one box.



THE SOLUTION

By understanding their business model and changing needs in the hospitality industry, PITT OHIO was able to not only identify the issues causing poor on-time delivery service, but was also prepared with a recommendation to solve the logistical challenge.

Less-than-truckload was proving ineffective because of the lift gate requirements, delivery windows, and fluctuating shipping volumes.

With a foundation of trust with PITT OHIO, the customer agreed to their first ever “mode shift,” and PITT OHIO created a hybrid solution with a fleet of straight trucks and cargo vans. The straight trucks are equipped with lift gate equipment and are able to deliver the pallets of products ordered during the first two weeks of the month. The cargo vans are used at the end of the

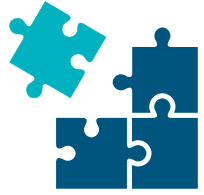
month to deliver the boxes of smaller shipments. During periods of spike at the beginning of the month, PITT OHIO will handle the overflow of pallets with its tractor trailers.

Although the customer was hesitant at first, PITT OHIO proved the validity of the solution in Ohio with consistent on-time, quality service. Today, PITT OHIO manages the relationship with 6 carriers to meet the unique delivery requirements in 21 different states.

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Supply Chain Challenge? **SOLVED**



Solutions for the Unprecedented

Meeting the unprecedented challenges of 2020 and personifying resilience, CFI leveraged its vast resources and delivered creative, effective solutions for its partners.

North American truckload transportation historically experiences a slower Q1-Q2. 2020 presented an exponential surge within the first few weeks of the year. Retail brought dynamic swings of demand, the unforeseen evolution of e-commerce, and the purchasing impacts of a pandemic to markets worldwide. For many reasons the word of the year was “unprecedented.”

CFI’s commitment to delivering for our customers and weathering market conditions led us to creative solutions throughout the year. With good reason the resounding word of the year at CFI in 2020 was “resilient.”

THE CHALLENGE

A major retail supplier in the consumer household products and healthcare industry experienced an increase in demand brought on by COVID-19. Their essential product line required additional capacity due to their production growth. Distribution centers fell behind while demand continued to increase at exponential rates.

THE SOLUTION

With 70 years of experience, CFI partnered with this business to ensure necessary products were delivered to retail stores across the country. Together we ensured frontline personnel was equipped with essential products and



that consumers remained protected amidst dire times. Daily collaboration with logistics and schedulers helped us clearly understand the challenge that their production lines were facing.

We put a plan together, ensuring our customer was top priority. When a load was ready, CFI was there without delay to ensure successful pickup and delivery. Collectively, we anticipated the surge, alleviating congestion at distribution centers and continued to keep America moving forward.

THE CHALLENGE

One of CFI’s retail partners suffered massive store closures and severe disruption to their supply chain originating in Asia during the first two months of the pandemic. Like so many businesses and retailers across the nation, they struggled to find solutions for delivering to customers with efficiency.

Fortunately, they had recently started a significant e-commerce initiative. The supply chain challenge remained,

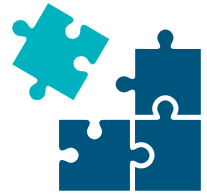
exacerbated by a model that relied heavily on intermodal transportation. While their e-commerce business boomed, they were forced to deliver delayed imports to their distribution centers and stores with unanticipated speed and volume.

THE SOLUTION

With a long-standing partnership, CFI proposed handling their transfers between distribution centers. We added dedicated routes to secure the extra capacity our partner needed, running coast to coast service. Utilizing our CFI Logistics, we were able to find solutions for the additional surge in truck capacity for months to follow.

Transport America, a CFI sister company, enlisted several dedicated trucks to help with the rise of capacity. Belonging to TFI International allows CFI to leverage a vast amount of resources, creating solutions for our partners and adjusting to the unprecedented challenges of 2020.

To learn more:
email: customer.assistance@cfidrive.com
phone: 800-641-4747
web: cfidrive.com



Supply Chain Challenge? **SOLVED**

Getting Crafty with Supply Chain Solutions

Verst Logistics helped an arts and crafts supplies company address peak season challenges and growing sales by expanding its supply chain capabilities.

THE CHALLENGE

A high-growth arts and crafts supplies company decided it had to pursue a new path to improve its limited supply chain capabilities. Sales growth during the fourth quarter peak period had created challenges in getting orders processed accurately and on time. While growing sales is a very good thing, the problems that resulted were significant, impacting customer satisfaction and lowering fill rates. Additionally, forecasting in a high-growth business was difficult, and staffing for a peak season that lasts only a few

days was nearly impossible. Shipping out of a single distribution point in California to reach East Coast customers added to the problems. As peak hit, the management team had to work side by side with their 3PL's employees picking, packing, and shipping orders to keep up with volumes.

THE SOLUTION

The company began its search for a partner to execute its supply chain and improve customer satisfaction. The search led the company to Verst.

Verst created a plan to utilize its 396,000-square-foot fulfillment facility located in a key Midwest logistics corridor. Additionally, Verst partnered with Locus Robotics, a leader in state-of-the-art robotic technologies, to address peak season challenges by incorporating computer-guided bots for picking and packing speed and accuracy.

Now Verst fills orders for all geography east of the Mississippi, including a portion of product volume shipping direct to retailers, while following strict order compliance. The Verst solution handles more than 99% of all orders on time. At the height of the holiday peak, more than 100,000 units were picked and packed in one 24-hour period, with 90,000 units being confirmed and shipped out the same day.

The arts and crafts company now has a solution for reaching its direct and indirect customers that can grow with its business and operate smoothly throughout the entire year.

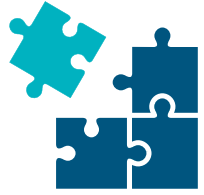


Verst
LOGISTICS

To learn more:
phone: 800-978-9307
web: verstlogistics.com

Supply Chain Challenge?

SOLVED



Holman Logistics Uses Artificial Intelligence to Increase Forklift Safety

Holman partners with OneTrack to bring AI solutions to the issue of forklift accidents.

THE CHALLENGE

For Holman Logistics, nothing is more important than the safety of its team members and the customers for whom they provide manufacturing logistics, warehousing, omnichannel fulfillment, and transportation services.

“Our core values set the foundation for the work we do, and we have no more important core value than safety. We constantly seek technology, training, and other innovative resources to help us maintain our superior safety performance,” commented Brien Downie, president of Holman Logistics.

Holman operates forklifts in all of its locations across the U.S., and operations managers and customers understand the human and financial costs of forklift-related accidents. Holman always monitored and tracked forklift activity; however, management wanted to understand the root causes of mishaps and find out if it was possible to create a system to warn of problems and prevent accidents from occurring.

THE SOLUTION

Along with ensuring that it hires, trains, and develops technically proficient forklift drivers, Holman chose to partner with OneTrack to leverage that company’s expertise in Computer Vision and Deep Learning, also known as Artificial Intelligence (AI).

Computer Vision refers to software processing images from an onboard camera. While the concept of Computer



Holman custom logistics solutions are both cost-effective and safe. AI technology provides real-time feedback and detects patterns to prevent collisions.

Vision has been around a long time, recent advancements in Deep Learning allow computers to detect, recognize, and predict high-level concepts from images with superhuman accuracy and reliability.

A system powered by Deep Learning has the ability not only to detect that an incident occurred but also to learn why that incident occurred. Most importantly, it can recognize the same pattern in the future and provide a real-time warning when it thinks a similar incident is about to happen. Such a system continues to learn while deployed, actively preventing incidents and continuously getting better at doing so. As the system learns, drivers become safer and more effective, and the number of accidents can be reduced over time.

These technologies create a safer, more efficient workplace for everyone, which is important for Holman because

processes, requirements, and workflows can vary greatly by customer and location across its network of facilities.

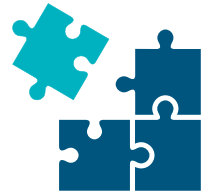
Brien Downie concluded, “I am confident that these AI tools, along with our never-ending safety focus, are helping us move steadily closer to our goal of accident-free operations. AI technology can have a positive impact on the safety performance of the entire industry.”



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Supply Chain Challenge? **SOLVED**

Retail Optimization Through a Revamped Network

With its customer base and volumes surging, a CPG company turned to Hub Group for a dynamic solution that streamlined its handling process, increased service levels, and reduced chargebacks.

THE CHALLENGE

A fragmented transportation network can have weighing effects on a supply chain as multiple touchpoints increase the possibility of freight being mishandled and products becoming damaged. Such issues loomed over a premium CPG brand as its misaligned network pressed numerous Over, Short and Damaged (OS&D) claims from retailers.



With an expanding customer base and recent surge in volume, the company engaged Hub Group to perform a network analysis and construct a dynamic solution to help with these challenges and support expansion. After finding inefficiencies with the picking and outbound transportation process, Hub Group's dedicated teams sought to optimize the handling of the company's inventory throughout the entire transportation network.

THE SOLUTION

The customer moved to a dual warehouse inventory hold solution with Hub Group to alleviate chargebacks

and improve on-time efficiency for its retail business. This solution minimized touchpoints throughout the network, essentially streamlining the handling process while increasing service levels and drastically reducing chargebacks.

Shortly after this implementation, the customer's inventory volume quickly grew to more than 15,000 pallet locations, significantly higher than the 10,000-12,000 pallet forecast. Hub Group worked through the client's request to receive more than 6-10 inbound appointments per day, align inbounds on slip sheets versus pallets, and manage an enormous product catalog, as well as implement display build solutions.

As the company's business has grown, so has collaboration with Hub Group. After seeing the benefits of the inventory hold solution, the company allowed Hub Group to ship pre-paid LTL when experiencing capacity issues. The company received full order visibility and shipment tracking through Hub Group's 24-hour online freight management portal. Now, with enhanced visibility and a streamlined network, the

company entrusts Hub Group to manage its transportation process to additional retailers throughout its network.

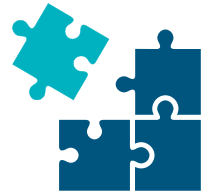
With Hub Group, customers receive dynamic solutions within a flexible network, putting their teams in a ready position to support volume surges and business expansion.



To learn more:
email: info@hubgroup.com
phone: 800-377-5833
web: hubgroup.com

Supply Chain Challenge?

SOLVED



Partnering with Get Us PPE to Provide COVID-19 Relief to the Navajo Nation

Echo Global Logistics helped a nonprofit organization deliver thousands of water containers to the Navajo Nation in support of COVID-19 relief. *By Dave Menzel, President & COO, Echo Global Logistics*

THE CHALLENGE

With one of the highest COVID-19 infection rates in the country, the Navajo Nation has been hit especially hard. At Echo Global Logistics, one of our core values is “Do What’s Right,” so when we had the opportunity to make a positive impact for the Navajo Nation, we did not hesitate to step up.

For generations, the Navajo Nation has faced challenges in accessing safe, running water. In fact, one in three Navajo citizens does not have indoor plumbing. Without easy access to water, it’s been harder for the Navajo Nation to fight against COVID-19.

One of the groups providing aid to the Navajo Nation is Get Us PPE, a nonprofit organization that works to get personal protective equipment (PPE) and related infection prevention and control supplies to those who need it most. Their team of volunteers works with various organizations to gather and distribute PPE to underrepresented or medically underserved communities.

Get Us PPE (getusppe.org) had thousands of water containers that needed to be transported to the Navajo Nation so those without indoor plumbing could store large amounts of water in their home.

THE SOLUTION

After learning about the shipping needs of Get Us PPE, Echo donated the transportation of 3,800 water containers



to Window Rock, Arizona, the capital of the Navajo Nation. Echo fully managed the transport and delivery of the 56 pallets of water containers, so Get Us PPE could spend more time focusing on their core mission of helping those in need during this difficult time.

“We are grateful to Echo for partnering with us to get thousands of water containers to the Navajo Nation,” said Shikha Gupta, MD, vice president of Get Us PPE. “They didn’t hesitate to lend their expertise to our cause. This pandemic has brought to light the inequities that have always existed in our healthcare system, and it is increasingly apparent the COVID-19 crisis is a health equity crisis. Partners like Echo help us empower communities by getting PPE to the front lines of the pandemic.”

“We’re pleased to collaborate with Get Us PPE as they work relentlessly to source and distribute critical supplies to those most vulnerable,” said Doug Waggoner, chairman of the Board of Directors and chief executive officer at Echo. “At Echo, giving back to the

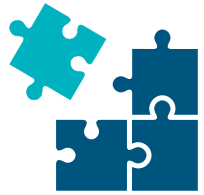
community is an integral part of our culture, and we’re proud that we are able to provide aid to the Navajo Nation during this challenging time.”

Throughout the pandemic, Echo has worked with multiple partners to aid in COVID-19 relief. However, managing the shipment of water containers to the Navajo Nation held a special significance at Echo, as one of the logistics professionals who worked to coordinate this shipment is a member of the community herself.

“As a member of the Navajo Nation, I have been very worried about our elders, first responders, and others who are vulnerable in our community,” said Amy Cegielski, client visibility solutions manager at Echo. “When I learned that Echo was donating the transportation of water containers to the Navajo Nation, I gladly volunteered to coordinate this shipment. I’m proud to work for a company like Echo that is committed to giving back to others and making positive impacts on our communities.”



To learn more:
email: info@echo.com
phone: 800-354-7993
web: echo.com



Supply Chain Challenge? **SOLVED**

Warehouse Safety Best Practices: Building a Program

To build a safety program that has the strength and support to last, follow these practices and leverage your staff's experience and expertise.

THE CHALLENGE

Having safety programming is not a new phenomenon for most 3PLs that operate today. Perhaps you host OSHA sponsored and certified training courses, or support customer supplied training sessions on the proper handling of their products.

These are standard practices within our industry and are all necessary to ensure your team stays safe. However, as the warehouse continues to evolve, there are other opportunities to educate your team on how to maintain a safe environment and strong safety record.

We've seen how critical it is to have a safety program in the warehouse with the COVID-19 pandemic. This pandemic has highlighted the importance of having good hygiene practices in place to better protect your team from illness. Not only are practices and procedures important, creating a culture that places an emphasis on safety and cleanliness is equally as important and has the ability to keep your team members healthy and safe when the unexpected happens.

THE SOLUTION

At MD Logistics, we understand that a safety program is not a "one size fits all" solution. For us, we saw an opportunity to give our warehouse team a chance to collaborate and express their own ideas. Before you can begin to build a lasting plan, you have to build a program that has the strength and support to last!



Vision. It's important to have an understanding of what you want your program to look like and how you can measure results. Taking the time to clearly communicate a complete vision will allow you to see real results, minimize accident reports, and create an overall safer workplace.

Gain Support. Having the support from top level management shows the rest of the organization that its leaders support the changes.

Build a Team of Champions. Identify a team of individuals across all areas of the warehouse floor, upon whom you can rely to carry out the educational programming you develop. To get the best results, these members should be comprised of volunteers who have demonstrated initiative and are safety conscious, further solidifying

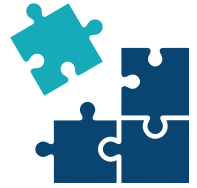
a commitment to building a safe work environment.

Gather Feedback. Ask for feedback from your committee of volunteers to understand where there are training gaps in regard to safety in the warehouse. Giving them a voice allows them to feel like their opinion matters and allows you to create a training program with valid concerns from your own warehouse.



To learn more:
email: info@mdlogistics.com
phone: 317-838-8900
web: mdlogistics.com

Supply Chain Challenge? **SOLVED**



SEKO Partnership Provides Ecommerce Efficiencies for Retailers

Retailer Shein streamlined supply chain operations by leveraging the partnership between Air-City and SEKO, allowing shippers to move express ecommerce orders efficiently across international borders.

In June 2019, SEKO acquired New York-based freight forwarder and Cross Border ecommerce shipping expert, Air-City, Inc. to become **the only forwarder with the ability to process Type 86 (T86) shipments via air freight, as well as ocean freight.** Looking at clients through a different lens, the team approaches partnerships, not for the sale, but to build lasting relationships that make a difference.

THE CHALLENGE

After much research, initiative, and a trip to Shein headquarters in Guangzhou, China, e-tailer Shein agreed that swapping their ECCFs (express consignment carrier facilities) for a trial of T86 could drastically improve their supply chain.

Air-City's Section 321 and T86 entry expertise provided Shein with the ability to manage bulk parcel Customs clearance to avoid delays and allow for the quick release of thousands of parcels at low cost with service speed options.

THE SOLUTION

Although big e-tailers thoroughly understand their industry, sales can be restricted by not knowing what is needed. Air-City had the product to decrease time, reduce cost, and streamline their supply chain.

Shipping 1 million parcels a month, Air-City's swift implementation of T86 opened doors to combat Shein's sales



plateau by enabling more choices and providing increased promotional opportunities for new business.

Effective Oct. 1, 2019, T86 offered Shein an instant savings of \$1 per parcel—totaling a staggering \$1 million per month savings. In addition to the monetary savings, T86 supports remote filing and is completed electronically—which enables expedited clearance of Section 321, T86 deliveries using the Automated Broker Interface (ABI) to provide the necessary information and receive the required release messages.

For all products being shipped, Air-City's innovative search software enables the conversion of shipper-provided HS codes for all products being shipped into U.S. acceptable Harmonization Codes.

Air-City's bonded warehouses in major gateways, such as JFK, enable Shein to control their own KPIs and

service levels. Transit time is faster, and a steady foundation, based on a shared drive for efficiency and partnership, has been built.

Air-City is now one of Shein's biggest Cross Border brokers. Their Section 321 low value shipment and T86 Customs clearance expertise provides Shein with the necessary liaison to streamline operations and efficiently execute transactions to maximize profits.



To learn more:
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