

*Supply Chain Challenge?*  
**SOLVED**

# Continued Support Through Seasonality

A premium consumer packaged goods (CPG) company turned to Hub Group to develop a dynamic solution to eliminate supply chain inefficiencies and support a surge in volume.

**THE CHALLENGE**

A fragmented transportation network can have weighing effects on a supply chain as multiple touch points 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 processes, Hub Group's dedicated teams sought to optimize the company's inventory handling 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 touch points 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 to 12,000 pallet forecast. Hub Group worked through the client's



request to receive approximately 6 to 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 grows, so does its collaboration with Hub Group. After seeing the benefits of the inventory hold solution, the company allowed Hub Group to prepay for less-than-truckload shipping 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.

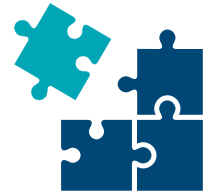
With Hub Group, customers receive dynamic solutions within a flexible network, putting their teams in a ready position to support volume surges and business expansion.



To learn more:  
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## Supply Chain Challenge?

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# Helping Shippers Make Efficient and Effective Truckload Decisions

HENRY Logistics boosted its truckload brokerage offering with Logistical Labs' LoadDex, accelerating response rates and letting shippers initiate rate requests.

### THE CHALLENGE

HENRY Logistics set out to revamp their truckload brokerage offering when they recognized pricing and faster response times as their biggest hurdles to success. HENRY was able to utilize some data through rigid imports, but there was no built-in intelligence to adjust rates for capacity surpluses or shortages on the fly.

Sales representatives had to download lane data and manually adjust rates in a 22,000-line Excel document to account

for market fluctuations. While effective, the process was slow and repetitive; the upload process alone took an hour or longer. With speed and accuracy of the utmost importance, HENRY Logistics needed a faster way to respond to quote requests and safeguards to ensure sales reps were not getting burned due to limited available data.

### THE SOLUTION

Through a seamless API integration with HENRY's transportation

management system, 3Gtms, Logistical Labs' LoadDex provided accurate truckload rates in seconds. Taking it a step further, HENRY Logistics was able to connect the integration with their customer-facing portal, myHENRY, so that HENRY's customers can initiate their own rate requests.

The LoadDex integration, alongside 3Gtms, has enabled HENRY Logistics to run approximately 5,000 searches in LoadDex per day. HENRY's response rate went from 2-3 hours down to 7 minutes.

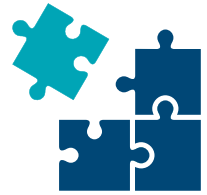
With all of the extra time, reps are better equipped to make more efficient and effective decisions for their customers. In addition to time savings, HENRY Logistics saw a 30% increase in web quotes and a \$25 million increase in business.

With the industry moving toward real-time pricing, companies are spending hundreds of millions of dollars building out technology with those capabilities. LoadDex allows HENRY to compete with those companies for a fraction of the cost.



LOGISTICAL  LABS

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## Supply Chain Challenge? **SOLVED**

# Packaging Improvements: Reducing Costs and Improving Visuals

MagicLogic Optimization's BlackBox significantly improved cartonization for True Manufacturing. The solution determines the optimal size and fill material for each box, optimizing fulfillment.

### THE CHALLENGE

Reliable, high-quality refrigeration is essential for the food and beverage industry, so when customers need parts, they want to place their order quickly and efficiently. While it might have been easy to place these orders, True Manufacturing knew that order fulfillment could run more smoothly and be more cost effective. True Manufacturing's Replacement/ Spare Parts operations wanted to review its packaging and reduce costs, improving the legacy process.

The current packaging selection comprised a few standard boxes purchased from a vendor. It was down to the warehouse person to select the most suitable sized carton, and they had to facilitate the process of producing the shipping boxes. The warehouse person would then decide on the best way to physically pack the products, including any bubble wrap or fill material necessary to ensure the customer received their order in perfect condition. When packing multiple parts, it was often tricky to identify the correct sized carton quickly so packaging expenses were often higher than necessary. Producing the shipping boxes, packing the items so any shipping rules were followed accurately all took time to complete.

After assessing logistics solutions available, True Manufacturing opted to work with MagicLogic Optimization

Inc. using their BlackBox™ for Cartonization. Because BlackBox is customizable and scalable to accommodate business expansion it was the perfect choice to accommodate True's planned improvements.



### THE SOLUTION

MagicLogic Optimization's BlackBox significantly improved the process of cartonization. Initially, True purchased an automated packaging system. Items to be packed were scanned to give the length, width, and height. BlackBox uses this information to determine the optimal box size. The automated packaging system can then create the correct box based on BlackBox calculations. Introducing BlackBox into the mix improved the process by leaps and bounds.

BlackBox now serves as the calculator and communicator between the ERP system and the automated packaging system. BlackBox contains all the information pertaining to parts items and any specific packing rules that

apply. Now, when an order is released to fulfillment, information about the item and quantity is sent to BlackBox. The software automatically determines the optimal size and fill material needed for the box, transmitting the information so the box is automatically created. The box is created with a unique reference number, ensuring it is matched with the correct sales order.

Personnel are no longer needed to facilitate the process of producing the shipping boxes, thanks to BlackBox positioning and functionality. During the first year of implementation, True Manufacturing reduced packaging expenses by \$213,000. Additionally, the logistics software improved the visual of how the parts shipments are presented to the customer, all while ensuring loading rules were strictly adhered to and products continued to arrive in perfect condition. MagicLogic is continuing to offer custom BlackBox solutions to accommodate True as its business changes.



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