

Have a supply chain problem? These providers have answers. From logistics IT solutions to equipment improvements, these companies help shippers streamline their supply chains.

Read on to see the scope of the challenge and the ingenuity of the solution.

## *Supply Chain Challenge?* **SOLVED!**

### **32** REUSABLE PACKAGING MAKER INCREASES SAVINGS AND REDUCES WASTE WITH TRANSPACE SOLUTION

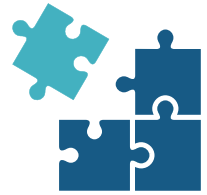
Transplace

### **33** SYFAN LOGISTICS DELIVERS TIME-SENSITIVE LOAD FOR AUTOMOBILE MANUFACTURER

Syfan

### **34** OPTIMIZING COCA-COLA CONSOLIDATED'S POST-EXPANSION DISTRIBUTION NETWORK

Red Classic



## Supply Chain Challenge? **SOLVED**

# Reusable Packaging Maker Increases Savings and Reduces Waste with Transplace Solution

By adopting Transplace's Dynamic Continuous Moves solution, Tosca was able to reduce transportation costs by more than 10% while continuing to provide exceptional service to its customers.

### THE CHALLENGE

A leader in reusable packaging and supply chain solutions, Tosca provides retailers, growers, and suppliers with reusable containers for shipping perishables. The continual process of delivering and collecting reusable containers generates a high volume of inbound and outbound shipments from its facilities and customer locations throughout North America. This spurred the company to find new, innovative ways to drive efficiencies within its transportation network, reduce supply chain costs and better serve its customers.

### THE SOLUTION

Tosca became an early adopter of Transplace's Dynamic Continuous Moves solution.

This initiative, which went live March 1, 2019, leverages the scale of the Transplace network using artificial intelligence and machine learning to instantly identify millions of pairing possibilities, and then narrow those down based on key parameters, including rate, empty miles, and service and equipment requirements.

As a result of being dynamically paired with other customer shipments,

Tosca has been able to reduce transportation costs related to the program by more than 10% while continuing to provide exceptional service to its customers.

Creating continuous moves keeps carrier capacity within the Transplace network, giving Tosca access to greater capacity while increasing truck utilization and reducing their overall carbon footprint.

Tosca and Transplace—delivering more savings and less waste.



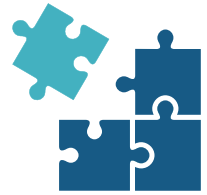
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**TRANSPLACE**

To learn more:  
email: [info@transplace.com](mailto:info@transplace.com)  
phone: 866-413-9266  
web: [www.transplace.com](http://www.transplace.com)

## Supply Chain Challenge?

# SOLVED



# Syfan Logistics Delivers Time-Sensitive Load for Automobile Manufacturer

Syfan coordinated 36 full truckloads to ship 6,000 transmissions to its customer's Allen Park, Michigan, warehouse within the one-week deadline.

### THE CHALLENGE

Syfan Logistics recently was approached by a customer in the automobile manufacturing industry with a time-sensitive project. The manufacturer needed to transfer 6,000 auto transmissions—approximately 36 full truckloads—from its supplier in South Carolina to the company's warehouse in Allen Park, Mich.

Due to a tight manufacturing schedule, Syfan was asked to move the entire shipment within a week.

The manufacturer originally spoke with several of its carriers in hopes of piecing together a plan, but eventually realized it would take the full attention and coordination of a single carrier. After logistics discussions with its carriers, the automobile manufacturer settled on partnering with Syfan to tackle the challenging project and deadline.

### THE SOLUTION

There were several reasons that Syfan was a good fit for this project. For one, Syfan's headquarters north of Atlanta in Gainesville, Ga., is within 100 miles from the transmission supplier in South Carolina. Syfan also had a lot of experience with similar projects, not just in the auto industry but with time-sensitive loads for food companies and other diverse customer segments. Another factor, more of an intangible, was simply Syfan's positive attitude.



Syfan and the automobile manufacturer were early into their relationship, and the Syfan professional team viewed the difficult project as critical to building further trust toward a long-term partnership. It was more than a job—it was a huge opportunity.

The Syfan team knew the project would allow them to showcase their abilities and “never say no” approach to business. Syfan particularly prides itself on taking difficult jobs on short notice and finding solutions for its customers. Never considering failure as an option, the Syfan professionals ran with the project and completed the task flawlessly, piecing together 36 truckloads to ship all 6,000 transmissions to the customer's Allen Park warehouse within the one-week deadline.

Along the way, Syfan's 24-hour in-house dispatch team was in constant communication with the customer, providing updates in its typical

transparent fashion. In quick turnaround assignments like this one, it is vital to keep the customer informed to avoid confusion and concerns.

What separates Syfan from competitors is its ability to service these special jobs. Its team members accept challenging situations and actually enjoy the competitive challenge of meeting seemingly impossible transport projects under difficult deadlines.

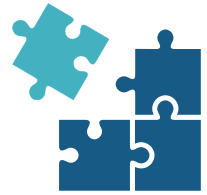
Syfan Logistics' larger goal is to always provide customers with a competitive advantage through superior transportation and logistics services. It consistently strives to meet and exceed expectations of service through timely communication and quality information.

Syfan management has always preached to its team members: “You're only as good as your last load.”

In this case, it was delivering 6,000 transmissions on time with zero stress or drama.



To learn more:  
 email: [info@syfancorp.com](mailto:info@syfancorp.com)  
 phone: 855-287-8485  
 web: [www.syfanlogistics.com](http://www.syfanlogistics.com)



# Supply Chain Challenge? **SOLVED**

## Optimizing Coca-Cola Consolidated's Post-Expansion Distribution Network

Red Classic created a complex regional transportation solution to optimize Coca-Cola Consolidated's distribution network following a multi-year expansion effort.

### THE CHALLENGE

Coca-Cola Consolidated is the largest Coca-Cola bottler in the United States. The company makes, sells and distributes more than 300 of the world's best brands and flavors to more than 66 million consumers in 14 states and the District of Columbia. In 2018, Coca-Cola Consolidated completed a five-year system transformation effort, which included the acquisition of new sales territory and the integration of new production facilities and distribution centers. As expected, the expansion caused significant changes to the beverage leader's supply chain, putting new demands on its transportation strategy.



could make timely inventory and transport adjustments based on real-time data.

Finally, in order to build stronger, more collaborative relationships between the two organizations, a cross-training program was created to allow regional counterparts within the planning and transport functions to problem solve collaboratively and facilitate knowledge sharing.

Regional workshops were also held to gather teammates from both companies to review broader challenges and opportunities.

The results included significantly improved supply chain visibility and a reduction in the number of communication touchpoints required to service daily volume. Teams saved time by aligning efforts around common metrics, addressing bottlenecks and reviewing advanced performance data. The improved collaboration yielded a 40% reduction in warehouse out-of-stocks over the prior year.

### THE SOLUTION

As a wholly owned subsidiary of Coca-Cola Consolidated and its dedicated transportation provider, Red Classic developed a new transportation solution to match Consolidated's larger and more complex distribution network. The objectives were to improve operational efficiency, effectively manage seasonal volume fluctuations and decrease out-of-stock percentages at Consolidated's warehouse facilities.

The solution included five key actions. First, Red Classic created a dedicated team to manage the Coca-Cola Consolidated business, integrating asset, brokerage and customer service

functions. Second, the two companies aligned priorities and goals by developing a set of common metrics. The most important of these was a shared Supply Chain On-Time metric for which both companies agreed, including both the data set and parameters.

Third, Coke Consolidated implemented FourKites, an enhanced track-and-trace technology solution to provide real-time freight visibility as well as automated freight matching. FourKites was integrated with Consolidated's Transportation Management System, BluJay. This integration reduced check calls and provided automated alerts, allowing faster response to delays, weather events and inventory shortages.

Fourth, weekly sales and operations execution (S&OE) calls engaged teams in reviewing past performance and addressing weekly demand and supply fluctuations. With greater awareness of mission-critical performance data, teams



To learn more:  
email: [info@redclassic.com](mailto:info@redclassic.com)  
phone: 866-768-8809  
web: [www.redclassic.com](http://www.redclassic.com)