

BUSINESS GROWTH AS A RESULT OF RELIABLE POOL DISTRIBUTION & MODE SHIFT FROM CANADA

OVERVIEW

Newspaper inserts are time sensitive printed material that have to meet implementation cuts. A high level of next day service is important. When this Canadian insert printer needed capacity, reliable service and increased visibility because of a surge in business to Indiana, he called on PITT OHIO. A pool distribution solution emerged that allowed the customer to cut cost, grow his business and be more competitive.

WHAT WAS THE PROBLEM?

The newspaper business has strict timelines to meet press run deadlines and delivery schedules. When this current PITT OHIO customer, a Canadian printer, secured grocery store insert business from a newspaper across the border in Indianapolis, Indiana, he needed capacity, reliable service quick and greater visibility of their shipments.

WHAT WAS THE SOLUTION PITT OHIO DEVELOPED?

This current PITT OHIO customer was running its freight from Canada through a Truckload broker into PITT OHIO's territory as a pedal run twice a week. By taking a consultative approach to understanding the printer's business over the years, the PITT OHIO Sales Representative learned that these were causing a strain on the customer's business. The numerous stop offs were not cost-effective and the insert printer lost the needed visibility.

PITT OHIO now receives two full truckloads twice a week creating a pool distribution at our Toledo, Ohio terminal. PITT OHIO then sorts the pallets of newspaper inserts to their final destinations; 85% of which are LTL deliveries destined to locations in Indiana.

Transitioning loads to PITT OHIO LTL added greater visibility. PITT OHIO attaches a pro number to each shipment, giving the printer a lifecycle view of their shipments.

PITT OHIO provided reliable, on time, next day service, and was able to react quickly to any situation to ensure deadlines were met for implementation.

RESULTS/ OUTCOMES

With PITT OHIO's reliable service, mode shift, and pool distribution solution, the time sensitive printed materials met implementation cuts.

By transitioning the loads to PITT OHIO LTL, the insert printer experienced a higher level of service, cut down his overhead costs, and ultimately grew his business year over year because he was more competitive in the Ohio and Indiana markets.

As a result of this solution, the insert printer has been able to grow his presence in Ohio and Indiana and is now looking to enter the Western Pennsylvania market to further expand his business.