WTRMLN WTR Streamlines Refrigerated LTL Operations, Improves Retail Delivery Performance

ZIPLINE LOGISTICS

Single point of contact helps to streamline national refrigerated logistics and improve retail performance

CUSTOMER PROFILE

- Headquartered in Denver, Colorado
- Founded in 2013
- Producer of cold-pressed watermelon and enhanced water beverages
- Sold nationwide at Whole Foods, Costco, Target, HEB, Safeway, Walmart, and other retailers

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WTRMLN WTR™

THE SITUATION

Refrigerated less-than-truckload (RLTL) is a fragmented transportation mode with few providers operating nationwide. Most refrigerated carriers and cold warehouse providers service specific regions rather than the entire domestic market.

As a result, businesses with refrigerated or frozen products must typically manage multiple disparate RLTL relationships at once. WTRMLN WTR experienced this first hand as the brand grew quickly, and their need for refrigerated transport expanded.

Utilizing multiple RLTL carriers made it difficult for WTRMLN WTR to optimize operations or have widespread visibility into their transportation network. Each provider had a different point of contact, which also made it challenging for the organization to identify areas for improvement and collaboration.

KEY OPERATIONAL EFFICIENCIES GAINED

- Streamlined communication
- Network visibility
- Access to network of qualified reefer carriers
- Appointment optimization
- Proactive problem solving
- Data and performance analysis
- Savings identification
- Improved retail delivery performance

THE SOLUTION

To overcome this common problem with RLTL transportation, WTRMLN WTR partnered with Zipline Logistics to streamline operations.

Zipline helped establish a holistic approach, taking over communication with existing RLTL providers and looping additional qualified carriers into their network. Logistics consultants at Zipline also established fluid communication between WTRMLN WTR staff, retail buyers, cold chain carriers, and warehouse partners.

Streamlined communication helped facilitate new improvements. Instead of working against carrier agendas to meet retailer demands, WTRMLN WTR and Zipline Logistics identified new appointment times that worked in tandem with existing operations. Zipline uncovered carrier sailing schedules, then collaborated with WTRMLN WTR's retail buyers to change due dates to fit within those timelines.

This proactive approach helped WTRMLN WTR to hit purchase order due dates, reduce fines, and keep retail sales consistent.

"Zipline is well organized," explains Kelsey Staudacher, WTRMLN WTR's Sr. Mgr. Customer Service and Logistics. "The team is concerned about getting things done properly for WTRMLN WTR. They know our suppliers and reach out proactively to warehouses for coordination."

THE OUTCOME

Zipline Logistics helped WTRMLN WTR to grow efficiencies and find savings opportunities within RLTL operations. WTRMLN WTR gained superior visibility into their operations by running order flows through a single point of contact rather than multiple service providers.

With enhanced visibility WTRMLN WTR was able to identify beneficial consolidation, scheduling, and reconfiguration opportunities. Additionally, running transportation through a central source opened the doors for data analysis and more accurate performance measurement.

Logistics professionals at WTRMLN WTR gained more autonomy and can now focus on larger supply chain tasks and leave daily carrier liaising to their partners at Zipline Logistics.

> "Zipline's customer service is high. I can rely on them to follow up, follow through, and be responsive. My team at Zipline is working to reduce costs and that is the number one thing a company wants from a partner – identify where we can save."
>
> – Kelsey Staudacher
>   WTRMLN WTR, Sr. Mgr.
>   Customer Service
>   and Logistics

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CONTACT US FOR MORE INFORMATION ON ZIPLINE'S CAPABILITIES & SOLUTIONS

888-469-4754 or **www.ziplinelogistics.com**