



Logistics Sweet Spot Georgia

Many elements make The Peach State appealing to site selection teams. But the seeds of its success are firmly planted in its logistics assets.

Ray Charles may have put Georgia on everyone's mind, but when it comes to manufacturing and distribution site selection, it is the state's ships, planes, trains, and trucks that keep Georgia top of mind.

"Georgia is so fortunate to have tremendous logistical advantages – combined with a central geographic location, highly skilled workforce, and business-friendly environment," said Chris Carr when he was named commissioner of Georgia's Department of Economic Development in 2013. "In the three years since Governor Nathan Deal took office, Georgia successfully attracted more than 75,000 new jobs and \$14 billion in investment to the state. As the old saying goes: 'If it ain't broke, don't fix it.'"

While there may be nothing to fix, somehow the state still finds new ways to solidify and improve its position of logistics leadership.

Third-party logistics (3PL) providers and transportation companies in Georgia gain competitive efficiencies and strategic business advantages by operating in the transportation "super hub" of the Southeast. Locating operations at the crossroads of north-south and east-west travel in North America enables them to move products quickly and easily via air, road, rail, and sea to global markets in the Americas, Europe, and Asia.

On the Grow

For all the logistics advantages Georgia offers today, industry insiders say opportunities are only going to expand.

"We are looking forward to growing our footprint in Georgia," says Alex Stark, director of marketing for third-party logistics provider Kane Is Able (KANE). "We're excited about expanding our logistics capabilities in Georgia. It's the right place for us to be."

The 3PL helps consumer goods companies effectively and efficiently distribute products throughout the country. Its value-added logistics services for this sector include integrated distribution, packaging, and transportation solutions specially designed to meet the needs of manufacturers and their retail partners. The company's customer list includes some of the world's most respected consumer product companies and retailers.

In September 2013, the Scranton, Pa.-based firm expanded its distribution and transportation operations in the southeastern United States with a new Georgia distribution center. KANE relocated from its former location in Lithia Springs, Ga., to a new 426,000-square-foot DC eight miles away in Atlanta.

The family-owned company's Atlanta facility is an integral part of KANE's extensive logistics network, and the newest tangible symbol of the company's growth. In 1930, Edward Kane traded

his car for a used truck to provide local hauling to valley regions of Northeast Pennsylvania. Today, KANE manages a truckload fleet of 150 power units and 600 trailers, and operates more than eight million square feet of 3PL warehousing space across 25 U.S. distribution centers.

The new building in Atlanta allows KANE to enhance services to its current client base, and to offer warehousing, distribution, transportation, deconsolidation, consolidation, and packaging services to other companies that need an economical distribution solution for the Southeast region.

The food-grade facility offers convenient access to Interstates I-20, I-285, I-85, and I-75. "It also puts us right on the CSX rail line," Stark says. The building includes a professional office suite that now serves as KANE's regional office for the Southeast.

"KANE offers a variable-cost distribution solution with our premium, multi-client distribution center in Atlanta," explains Stark. "As throughput changes during the year, companies pay only for the warehouse space and labor they need. The result is a powerful, adaptive distribution capability with no capital investment."

Georgia's strong employee base makes it an ideal location for KANE. "You've got to go where the talent pool is," Stark says.

Prime Logistics Location

Taking full advantage of its geographic location at the crossroads of north-south and east-west travel in North America, Georgia provides shippers easy access to a wealth of major interstates, rail networks, airports, and sea ports. Abundant warehousing space rounds out the offerings, which add up to a convenient and efficient logistics sector.

INTERSTATES. Georgia's 118,777 miles of highway lead more than one million trucks across the state each week.



AIR TRANSIT. Air freight can reach 80 percent of the U.S. market within two hours of leaving Atlanta.



TRUCK TRANSIT. Within two days, cargo leaving Georgia by truck can reach up to 80 percent of the U.S. market.

