

Success Stories



1 SIGNAGE FABRICATOR AND INSTALLER, HIGHWAY

This is a new customer for Knichel Logistics that designs, fabricates and installs custom displays and signage out of the greater Philadelphia area. The owner sent us the email below after we completed our first highway load with them in January. They had some really nice things to say about us, and the driver we hired to haul the load. They are a new company so volume is low right now, but they were very happy with us and are using us again on their next project that should be coming up very soon. This is a classic case of how a first impression can build a good relationship, and hopefully as their company grows, we can grow with them.

Hi JR,

I wanted to let you know that we were very pleased with Andrew's work in loading, tarping & the delivery. The project engineer, Scott, was singing his praises today. Also, Sean & Matt were very helpful and quick to recover on Monday with the delayed pickup.

I'll keep you informed of the (2) deliveries next month to the same location. We are working on completing the fabrication of those pieces now.

Thanks again,

Sarah

2 ASIAN FOOD DISTRIBUTOR, HIGHWAY

This particular customer has fifteen branches spread across the US and Canada and most have been heavily involved in Knichel Logistics' intermodal division for years. A few years ago, the Knichel Logistics' Over the Road division handled a large warehouse move for this distributor's New York branch incredibly smoothly. This project consisted of completely relocating their entire inventory from one distribution center to a new one. Because of how seamlessly Knichel Logistics handled this particular warehouse move, we were hired recently for another distribution center relocation for their San Francisco branch in which we moved 99 loads in roughly 4 weeks. We have not done much business with this particular branch in the past so it really spoke to our strengths to be selected for this project. Our good work on the New York warehouse move prompted them to reach out to us to handle this project as well, knowing that they did not have to worry about any issues once it was in our hands. We are confident that our performance during this project will lead to more business out of that branch.

3 PAPER MANUFACTURER, INTERMODAL

A paper manufacturer out of the Pacific Northwest that Knichel Logistics had been courting for ten years recently awarded us a substantial windfall of intermodal business. They had been using two major national carriers for intermodal exclusively for years, however they were having severe service issues with one of the providers, so their primary goal was to replace them with another company who would

better service their approximately 100 loads per month. Knichel Logistics participated in a mini-bid 4th quarter of 2015 that involved four intermodal providers. We were unfortunately not competitive after submitting the first set of rates, but we were able to get feedback that allowed us to go back to the rails and other underlying carriers to negotiate more competitive rates. Ultimately, Knichel Logistics was awarded the business and handled over 1,500 shipments (approximately \$2.5 M in revenue in 2016) as the major provider's replacement. The best part, beyond winning this business after devoting ten years trying to do so, is that the customer was only anticipating us to get the one provider's business alone, yet we were able to penetrate into the other provider's lanes as well because of our service. Once the customer saw how well we were doing with the first group of lanes, within 3 weeks they contacted their UP national accounts rep and asked if they could help us on the rate for another lane that their second provider was handling. The UP helped out some and the customer in turn handed over another 500 loads that their second provider was handling due to our superior service!

4 FOOD AND BEVERAGE MANUFACTURER, INTERMODAL

Knichel Logistics started doing intermodal business with this food manufacturer out of Chicago, IL, back in 2012. Back then, we were competing primarily against two fairly large national providers. Due to tremendously positive feedback from their traffic team in regards to our service, we became their #1 intermodal provider in our first year of doing business with them. Since then, have been one of three intermodal providers that they use exclusively. In 2016, we handled approximately \$1M in revenue (a \$400-\$500K increase) with the majority of it taking place during their peak season of March through July. This is based upon a successful bid result and continued happiness with our level of service and total understanding of their seasonal shipping needs.

5 FOOD AND BEVERAGE MANUFACTURER, INTERMODAL

Our customer, a sauce manufacturer on the west coast and a vendor of many of the same food distributors that we ship rice to, was having tremendous issues getting a load delivered. Jeff, the traffic manager, called our veteran load coordinator, Sue, one morning to ask her if something was possible. He moved a shipment from Salem, OR to Lewisville, TX with another IMC. The shipment arrived on March 6th into the destination ramp and his carrier kept telling him daily that it would deliver. But at the end of each day, the carrier would apologize and make up an excuse as to why it couldn't be delivered. The container unfortunately sat for Jeff, so he asked if Knichel could go in and grab the container and deliver it for him. Sue spoke to Knichel management and was told that as long as she was given the rail pick up number by the original IMC, that Knichel could have our carrier go in to pick it up and it would still remain in the original IMC's name. Sue arranged with a carrier who had power to let the customer know they could deliver. Our carrier went in, secured the container, and had it delivered early to the customer with zero issues. This other IMC failed in delivering a container after it **sat for 11 days**, while Sue got it **delivered same day**.

Knichel has had this customer for years and have taken over nearly all of their intermodal needs. This is all due to superior customer service and is not the first instance in which Knichel Logistics has gotten the business despite having slightly higher rates than the competition. In this case, Knichel Logistics

recovered a load that was not even dispatched to us because of extreme failures on the part of the competition.

Hi JR,

Sue Rocks!!! I honestly don't know exactly how she makes things happen where other companies straight fail. In addition to her way with customers, I have a feeling it's her relationship with the carriers that makes them willing to go the extra distance to get equipment or find a driver. It's exactly this type of situation that makes it easy for me to explain why I use Knichel Logistics for shipments, even if the rate is higher. Recovering 1 shipment may not seem like a big deal, but this shipment is for a facility in Minnesota that is running a production and their entire production line would have shut down if this load was not recovered. The thought of dozens of people counting on their 8-hour production shift is something we should all take very seriously.

Anyway, the fact the Sue coordinated with rates, carriers, and me so quickly - I am sincerely impressed. I thought I was crazy for even asking, so she deserves a lot of credit on this one.

Thanks again,

Jeff

6 NON-PROFIT RETAIL GROCERY, HIGHWAY

This customer is a low volume, non-profit grocery based out of Dorchester, MA. The manager called Knichel Logistics' LTL division as he had 2 volume shipments he needed delivered to his location. Because he runs a nonprofit, he needed these shipments to deliver with cost-effective rates. He was referred by another customer, so he reached out to Knichel Logistics and Estes for rates. We received volume rates from Estes, but Estes gave him the same rates that they gave us, so he decided to go with Estes direct. This particular manager had never arranged for shipping before, so he did not know what to do. Even though we were not awarded to move the shipments for him, our LTL team helped him make the bill of ladings and set up the loads. Because of this assistance, Knichel Logistics is the first provider he calls when he has any loads. We are now getting consistent shipments per week. We also have another customer that ships to him and he is SO happy that they use Knichel Logistics for their shipping!

7 SUPPLEMENT MANUFACTURING COMPANY, HIGHWAY

Knichel Logistics' LTL division is currently working on a freight management project for a supplement manufacturing company based out of Pittsburgh, PA. It began when the account representative for this customer noticed that they were shipping inefficiently – only moving 1 or 2 pallets here and there each day and spending far too much to do so. Knichel Logistics has taken on the task of compiling all of their shipment history in order to analyze the frequency and locations of past moves so that we are able to provide them with the information necessary to consolidate their shipments into truckloads rather than pallet moves. They have been able to save money via these consolidated shipments that move once or twice a week from specific locations versus the random pallet shipments they were previously moving every other day. Because of our visibility, we have saved them from wasting money while providing them with efficient and on-time shipping.