Optimizing Freight Shipping Efficiency through Logistics and Supply Chain Management

Building and managing an efficient supply chain can be a complex task that often hinges on the ever-changing demands of your customers. Keeping pace with those demands requires careful planning, seamless logistics, and the resources necessary to stay flexible and responsive to the needs of the people you serve.

That's where custom supply chain and logistics solutions come in. These specialized services are designed to help improve supply chain efficiency, as well as resolve the issues many business leaders face in their efforts to keep goods and products moving, such as:

- The stress and cost of managing a fleet
- Equipment and maintenance issues
- The struggle to meet specialized equipment needs or unique delivery requirements
- Compliance with federal and state regulations
- The resources to meet increasing customer service demands

Thankfully, many of these challenges can be easily overcome with the support of an experienced supply chain management and logistics provider.

Logistics Services

Logistics is a complex process that involves managing the flow of goods between a product's point of origin and its end



customer. Often this process involves planning the most efficient way to move freight, and helping businesses streamline their delivery processes through specialized services such as:

Commercial Non-Dock Delivery: Coordinating Final Mile freight delivery to locations without traditional loading docks. Vehicles equipped with liftgates provide a safer, more efficient delivery experience to locations such as retail stores, restaurants, construction sites, and schools.

Cross Docking: Providing multi-modal solutions by unloading freight from inbound trailers or containers and immediately loading it onto outbound vehicles. Cross-docking often improves supply chain efficiency by eliminating the need for warehousing and storage.

Custom Delivery: Arranging specialized services that go beyond the typical freight delivery to meet your unique shipping needs. Custom delivery services can offer convenience and flexibility to shippers who may need time- or date-specific service, or whose freight has special handling or location requirements.

Freight Consolidation and Distribution: Combining multiple LTL shipments into one container headed for a common destination, or breaking down a full container and distributing your freight as needed. These services can help reduce freight handling, transit times, and shipping costs.

Multi-Person Delivery Teams: Mobilizing larger teams to ensure the safe, reliable delivery of bulky or heavy freight.

Pick and Pack: Assembling orders by selecting goods from your stored merchandise, then packing, palletizing, and arranging them for shipping. Warehousing goods and fulfilling orders closer to your end customers can improve supply chain efficiency and shorten delivery times.



Pool Distribution: Grouping several of your LTL freight shipments into a single trailer, then routing the trailer to a central distribution facility or terminal for regional distribution. Pool distribution helps reduce the number of transfers and trucks required to move your freight.

Product Rollouts and Supply Chain Projects: Bringing your new product to market by planning, coordinating, and managing all transportation needs related to your product launch. Product rollout services can help you optimize routes, timing, volumes, and packaging to boost efficiency and minimize costs.

ROLLOUT SERVICES
Transportation needs for your product launch

Reverse Logistics: Managing returns to the shipper by retrieving items from various locations, consolidating them, and delivering them to a centralized receiving site. Optimizing your returns process can help you resolve customer issues more expediently, and provide a better experience for the people you serve.

Sort and Segregate: Batch-picking merchandise by marks, brands, sizes, flavors, or other characteristics prior to shipping to multiple retail stores, reducing the need for warehousing and storage.

Logistics services like these provide tremendous value to your customers because they keep freight moving efficiently, and make your products more readily available to a wider base of potential buyers.

Dedicated Transport Services



Another way to optimize freight efficiency is to incorporate dedicated transport solutions into your supply chain. Unlike traditional Truckload or LTL shipping, dedicated transportation solutions provide end-to-end support, equipment, and drivers, fully committed to your business. Dedicated transport services might be a great option for you if your freight moves along regularly scheduled routes and needs a committed pool of specialized equipment, or has distinct handling requirements. Other benefits include:

- **Peace of mind:** You always have access to the capacity you need, when you need it
- **Shipment predictability:** Moving freight along the same routes helps establish a steady flow of inbound and outbound shipments
- **Greater flexibility:** You can be nimble in your business knowing you'll never have to wait in line for equipment or drivers
- **Easier shipment planning and route scheduling:** Your freight is the only freight on the truck, so you have control of the fleet

Dedicated carriers ensure you'll always have the resources you need at the ready, without the added stress of having to hire your own drivers or maintain equipment.

Flatbed Freight Shipping Services

Flatbed transportation plays a critical role in the efficient shipment of bulky or heavy freight. If your freight needs to be shipped in an unconfined space, can't load or unload from a dock, or doesn't fit within the measurements of a standard trailer, you might look to improve efficiency by incorporating flatbed shipping services into your supply chain. Flatbed carriers offer:

Dimensional flexibility: Flatbed trailers have no walls and can accommodate shipments that are too large to fit on enclosed trailers

Loading and unloading efficiency: Flatbed trailers can be accessed from all sides and from above, making it easier and more efficient to load and unload freight

Dock-free delivery: A loading dock isn't necessary to unload freight from a flatbed trailer, resulting in greater delivery flexibility and reducing the need for dock appointments

In addition to these benefits, many flatbed carriers also offer regularly scheduled routes and dedicated flatbed hauling options.



Estes Custom Shipping and Logistics Solutions

Want to build a faster, leaner supply chain that works for you, and not the other way around?

As an asset-based supply chain management and logistics provider, Estes Logistics offers a full range of specialized services tailored to your specific needs, such as dedicated transportation, regional flatbed, product-to-market, warehousing, and reverse logistics.

We have nine logistics centers across the U.S., and our custom solutions are backed by Estes' extensive fleet and vast nationwide terminal network. We also offer "out of the box" solutions for your complex logistics and supply chain management challenges, and provide exceptional customer care, with representatives available to help you around the clock.

Contact us today to learn more about the specialized services we offer, or visit the Supply Chain Management and Logistics Solutions page on the estes-express.com website.

At Estes, we make freight shipping simple so you can focus on what matters most.

