



The Challenge



Premier Packaging: Delivering fast-paced shipping in a volatile market

Highlights

- Increased efficiency while managing 3x the shipments
- Increased value and cost savings through pricing analytics
- Improved visibility and enabled automation

Premier Packaging is a critical link in the supply chain of thousands of businesses, including medical suppliers, the ecommerce sector, and manufacturers across many other industries. With them being one of the country's most trusted vertically integrated manufacturers, distributors and creators of innovative packaging supply chain solutions, demand was booming during COVID-19. As a result, they needed to find a logistics partner with the tools they needed to keep up.

Increasing efficiency to meet high demand

With three times as much freight being shipped, growth was exploding and couldn't be supported by their existing operations team. Manual processes were taking up more and more of their days and leaving little time for the high level of customer service that they take pride in.

Providing uninterrupted service

Being a part of the supply chain for many essential products and services, they committed themselves to ensuring that no customer would ever have to pause production due to a packaging shortage, while also ensuring the best possible shipping price, and required a way to ensure they could deliver on that promise.

Upleveling customer experience

Expectations were rising and they recognized that manually booking and tracking loads could cause challenges in terms of visibility and organization, making it difficult to proactively identify and communicate when issues arise. With their emphasis on providing an exceptional customer experience, addressing this issue was a top priority.



The Solution



Reducing disruption with improved automation and visibility

Partnership impact

2x

Year over year carrier tracking compliance

~10%

Savings on monthly shipping costs

Facing increased demand and looking for solutions to keep your supply chain on track as you scale? Schedule a demo today to discover how Shipwell can help you to deliver on time, every time.

[Get a demo](#)

Broad carrier network support

Through Shipwell's extensive network and base of carriers, Premier Packaging was able to create online auctions to quickly and easily discover and onboard carriers who meet their price, availability, reliability, and compliance requirements. "The auction process allows me to reach a much larger base of carriers and see all the bids at the same time. Not only does it save time, it saves us money in the end."

Powerful analytics and pricing intelligence

Using the Shipwell platform to deep dive into the rates, dedicate certain carriers, monitor historical lane performance, track operational statistics and more, Premier Packaging is able to quickly uncover their best options. And with advanced pricing intelligence tools, they can view benchmarking to similar shipments in the market to sort out the good rates from the bad while boosting their negotiating power.

Visibility and automation capabilities

Shipwell's Compass Dashboard enables Premier Packaging to continuously monitor orders, proactively identify potential issues, and take action to correct them — all on one screen. Plus, with real-time tracking capabilities and having the ability to message the carrier through the platform, they have seen a significant improvement in OTD and OTP rates as well as the customer experience.

Conclusion

Minimizing the impact of disruptions in the supply chain is an important goal for every business — especially when dealing with critical supplies and equipment. Shipwell has made it possible for Premier Packaging to not only create effective shipping strategies and ensure issues are addressed quickly, but has also saved money with valuable performance and pricing insights, provided up-leveled customer service, and optimized workflows.