

Multi-Mode Strategies

Challenge– Even with the fastest ocean carriers, CTL determined that the transit times from the Far East to the US East coast would not be fast enough to meet the customers deadline. A better solution was needed to keep the product on schedule for a specific launch date.

CTL Solution – After looking at various options, the containers were routed into the LA/Long Beach port. Using team driven trucks, the containers were trans-loaded, and the freight shipped cross country. The use of team drivers allowed for more hours to drive across country, saving over a week in transit time which reduced the overall cost of the shipments.

Additional Customer Benefits

- Team drivers kept freight safe with less handling
- Utilizing multi-modes cut the cost of transportation
- The distribution to 450+ end-using stores was successful with all locations receiving the product in time for coordinated launch

