

## CASE STUDY

### CONSOLIDATIONS

**Challenge** – A footwear manufacturer was building point of purchase displays in Canada. The spend was extremely high due to the manufacturer shipping each display individually to retailers in the U.S. They needed a way to reduce cost and to minimize damage that was occurring with the shipments.

**CTL Solution** – After analyzing the various delivery points, CTL was instrumental in designing a model that grouped regional deliveries into a single consolidated truckload shipment.

This allowed for a single customs entry, lowered transportation costs, created a single point for information and less opportunity for damage.