

Case Study: Multimodal Value-Added Services

Scalable Fleet and Transloading Services Boost Market Position

LOGISTICS

Background:

One of the largest private label lubricant distributors in North America faced challenges scaling their internal fleet to match their rapid, exponential market growth.

The Challenge:



Limited external carriers couldn't meet capacity needs, causing delivery delays.



Managing shipments for internal and external networks required more time, effort, and resources.



They needed to convert from truck to rail but lacked support and experience needed for change.



They lacked a reliable logistics partner for qualified bulk tanker carriers.

The Solution:

Provided a single contact for spot/expedited shipments, saving time.

Implemented a holistic Dedicated Carrier solution.

Offered multimodal transport solutions and market-reflective costs.

Delivered bulk liquid shipments, expanded to rail, dry van, and scaled with growth.

The Results:

Customer commitments were met, protecting market share.

The distributor gained market share, benefiting from quick scaling and cost-efficiency.

Managed the distributor's railcar transloading fleet, supporting the conversion from truck to rail.

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