



CASE STUDY

PLACON WRAPS UP SIGNIFICANT TRANSPORTATION SAVINGS WITH REDWOOD

BACKGROUND

Founded in 1966 and headquartered in Madison, Wisconsin, Placon is a leading designer and manufacturer of stock and custom-designed plastic thermoforming and injection-molded packaging. The company serves a broad range of customers in the food, medical and retail market space with a primary focus on North American markets.

THE CHALLENGE

Placon delivers its high-quality packaging products from five specialty manufacturing plants located in Wisconsin, Indiana, Minnesota, Massachusetts and North Carolina. The company's legacy third-party logistics (3PL) provider was not delivering the cost and service Placon was looking for. The company needed a new logistics partner capable of optimizing all its shipping activities, including full truckload (FTL), less-than-truckload (LTL) and parcel.

THE SOLUTION

When Placon terminated its agreement with its previous 3PL provider, it only had a 90-day window to get new logistics capabilities up and running. Redwood Logistics accepted and mastered this challenge. Within 90 days, Redwood specified and installed Oracle Transportation Management (OTM), assumed ownership of Placon's LTL shipping, managed Placon's LTL and FTL freight pay and LTL claims. Redwood quickly added Parcel Cloud capabilities to enable in-house management of parcel shipping from all Placon facilities.

THE RESULTS

Within weeks, Redwood provided a single, connected platform for logistics optimization that's integrated with Placon's enterprise resource planning (ERP) system. The result is end-to-end visibility, for improved costs, agility and disruption management. By managing Placon's FTL and LTL shipping needs as a managed service, Redwood has saved additional costs. Redwood Parcel Cloud helps the company automate many internal shipping processes, such as packing and labeling, while always making optimal decisions that balance customer service and cost. Placon has realized significant reductions in its overall transportation spend, as well as efficiency and service improvements. Weekly meetings with Redwood focus on achieving continuous improvements. These meetings benefit both Placon and Redwood, which is able to gather real-time feedback on how well its solutions and services are performing in customer applications.



MARKET

- Consumer products packaging

KEY TOOLS & SOLUTION

- Oracle Transportation Management (OTM)
- Redwood Parcel Cloud
- Full truckload (FTL) multimodal managed services
- Less-than-truckload (LTL) managed services

ADDITIONAL BENEFITS

- Improved real-time visibility
- Faster responsiveness to disruptions
- Reduced logistics costs

"It's always difficult to transition to a new third-party logistics provider, and our previous 3PL only gave us a 90-day window to make that change. Fortunately, we chose Redwood as our new logistics partner. Redwood was able to move us to a new TMS solution and a managed services model quickly, with limited risk exposure and no drop in service levels. In fact, our cost and service position has only improved since partnering with Redwood."

– Brandon Nontelle
Director of Logistics