

CASE STUDY Essential Industries, Inc.



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- Liza Klokow, Client Services Manager, Essential Industries, Inc.

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TranzAct Technologies, Inc. helps shippers like you reduce their transportation spend while providing the tools necessary to remain in control and make better business decisions on an ongoing basis.

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Logistics Management Solutions

CLIENT

Essential industries, Inc.
Chemical and Maintenance Systems
Manufacturer

CLIENT PROFILE

Essential Industries is well over 100 years old and has developed a series of products that reduce maintenance costs and increase labor productivity. With a strong focus on research and development, Essential produces polymers and resins for floor finishes as well as a variety of detergents. It produces raw materials for the coating industry and packaged finished goods for the sanitary maintenance supply industry and enjoys an excellent reputation in the industry for not only its products but also for providing an impressive menu of marketing and sales support.

CHALLENGE

As part of its task to serve its customers, Liza Klokow, Client Services Manager with responsibilities for customer service as well as shipping and receiving, is critical to the overall success of Essential Industries. The successful performance of her responsibilities allows Essential to fulfill its mission to be a full-service provider of maintenance solutions.

"We were using another firm, and while they audited our freight bills, we did not have much interaction with them and they did not give us the support we wanted," said Klokow.

SOLUTION

As the contract with that firm was up for renewal, Klokow invited TranzAct to illustrate how they could support her efforts. During this meeting, TranzAct representatives explained how they could not only provide freight bill audit service, but that Freedom Logistics, an offering of TranzAct Technologies, could help control freight expense by providing more attractive pricing.

"After our approval, Freedom worked with our existing carriers as well as some new sources, and they have been able to hold our rate increases to about 5 percent per year," says Klokow. She feels this is quite remarkable in light of recent events and market pressures.

As a Freedom Logistics client, Essential Industries is provided with TranzAct's celebrated rating and routing system, StarRate. Klokow asserts, "In a few keystrokes, we can provide our clients with freight rates to determine the best shipping method as opposed to visiting multiple carrier sites."

She adds that TranzAct staff has helped her with transportation issues that were outside the scope of their regular relationship. "I have more time to devote to other essential tasks as TranzAct personnel have been very responsive and have quickly resolved any questions," said Klokow.

In addition to the direct benefits Essential Industries has enjoyed through TranzAct, Klokow feels that TranzNews, their weekly Internet newsletter, and other materials which Tranzact provides are enormously helpful as well.

The full package TranzAct promised to provide in the negotiation stage was what originally sold her on the partnership, their commitment to deliver the support at such a high standard, validates the solid alliance.