



CASE STUDY: KELSEN INCORPORATED

SUMMARY:

Company: Kelsen Incorporated is an importer of Royal Dansk butter cookies and other premium cookies and crackers.

Business Challenges: Kelsen needed to ship small, less-than-truckload orders of refrigerated products across the country, but their carriers could not handle the task cost-effectively.

Solution: Vantix's expertise in foodservice logistics and superior carrier relationships resulted in more efficient and cost-effective shipping.

Impact: Kelsen now depends on Vantix to handle 60% of their freight, with claims of less than 0.01%.

“Vantix spent a lot of time researching us and paying attention to what we were looking to do.”

— Joanne Diggel, Operations Manager, Kelsen Incorporated

WHEN KELSEN INCORPORATED NEEDED A THIRD-PARTY LOGISTICS PROVIDER TO COUNT ON, VANTIX DELIVERED

Kelsen imports Royal Dansk butter cookies, as well as premium cookies and crackers from Denmark and other countries. With logistics operations based in the Eastern United States, they distribute their products nationwide to retail locations both small and large.

They have 12 warehouses nationwide, where truckload and less-than-truckload shipments originate. At the height of their key selling season, Kelsen uses 17 distribution centers to send 400 orders to 25 ports—every three days.


BUSINESS CHALLENGES

Kelsen needed to ship small, less-than-truckload orders of refrigerated products across the country, but their existing carriers could not handle the task cost-effectively. And with their in-house logistics team focused on serving thousands of customers, it would have taken a lot of time and effort to put together a logistics network—as well as gather and track all of the documentation. In addition, Kelsen had stringent windows of time when they had to deliver products.

SOLUTION

As a leading provider of supply chain logistics, Vantix combined comprehensive expertise, advanced technology and superior carrier relationships to deliver smarter solutions for Kelsen.

“They spent a lot of time researching us and paying attention to what we were looking to do,” said Joanne Diggel, an Operations Manager for Kelsen. “And then they got the rates that made it worthwhile for us and the carrier. That’s why we chose them.”



Kelsen also experienced firsthand the peace of mind that Vantix is known for. Representatives seamlessly handled claims and proactively provided information and documentation, such as delivery dates and CODs. “With Vantix, it takes just one phone call. It’s their job to figure out any issues, and they do it well,” Diggel said.

IMPACT

Kelsen now depends on Vantix to handle 60% of their freight, with claims of less than 0.01%. “They’re a very reliable third-party logistics provider. They have their act together,” Diggel said. “I count on them to deliver my product, I’ve never had any major issues, my claim percentage is minor, and any issues that arise are handled immediately.”

By delivering an efficient and cost-effective solution, Vantix also made Diggel’s job easier. “If a third-party logistics provider can lessen my workload, then they’re worth the money,” she said.

CONCLUSION

Through smarter supply chain logistics solutions and unmatched experience, Vantix helped Kelsen discover new heights of efficiency, reliability and cost-effectiveness.

To learn more about how Vantix can help optimize your supply chain and reduce landed costs with absolute confidence, call 972.371.5032 or visit www.vantixlogistics.com