

CASE STUDY

HOW A NATIONAL SIGNAGE MANUFACTURER EXPEDITES LARGE BRANDING TO HAWAII.



SITUATION

A Chicago based, national signage manufacturer whom K & L Freight Management has serviced for over 10 years, reached out for assistance with an awkward, urgent delivery. They had just manufactured a 10-foot sign for their new customer, a publicly traded, global rental car group and they needed it installed in Honolulu, Hawaii as soon as possible. A union installation crew was scheduled to be on site, on a holiday, and if the signage did not arrive on-time the company would be charged for labor twice, cutting thousands of dollars into their profits.

CRITICAL ON DEMAND SOLUTION

With significant experience handling time-sensitive freight, 24/7 customer support and operational team responded with urgency and precision. Understanding the unique needs of this shipment as well as customer communication preferences, the execution plan went into action.

With minutes to spare, the Indirect Air Carrier sent a company-owned straight truck with lift gate and a TSA certified driver to pick up the delicate signage, prepared in aircraft-ready crate. Meanwhile, air freight specialists secured cargo space large enough to accommodate the dimensions and weight, on the Next Flight Out. In coordination with an airport recovery agent in Hawaii, they carefully reloaded and secured the delicate signage for final delivery at the rental car facility, in time for installation.

BENEFITS

Profits Protected

By reacting quickly and having experienced drivers navigating airport protocols, the signage was delivered in time to prevent additional union labor charges.

Experienced Holiday Staff

In transit over a holiday, air freight experienced operational staff coordinated with the airline, delivery agent and provided the customer regular updates throughout transit.

AT A GLANCE

Challenges

- Aircraft Space Availability
- Delicate Signage
- Holiday Transit
- Union Labor Commitment

Outcome

- Prevented Thousands of Lost Profit
- 24/7 Holiday Communication
- On-time Delivery for New Customer Relationship



“We use K & L Freight Management on our critical shipments. They come through on all of their promises, getting the shipment there safely and on time. Customer service is top notch and I highly recommend them to other manufacturers.”

John C.
Logistics Manager