



CASE STUDY

REDWOOD IGNITES LTL SAVINGS FOR HEATING GROUP

BACKGROUND

Founded in 2008, ASPEQ Heating Group provides tailored solutions for industrial and commercial electric heating markets, primarily in North America. With a strong focus on engineering and manufacturing customized solutions, ASPEQ seeks to address its customer needs for applications that cannot be served effectively by standardized offerings.

The company specializes in providing custom solutions utilizing highly flexible manufacturing techniques to support small and variable volumes to meet the specific customer requirements through its four leading brands: INDEECO, Heatrex, AccuTherm, Spectrum, and Brasch.

THE CHALLENGE

ASPEQ was continually experiencing challenges with its former 3PL and less-than-truckload (LTL) freight management. With unique, over-dimensional freight, ASPEQ needed better visibility and accurate reporting for its shipments. ASPEQ's CFO, Stacey Sappington, expressed interest in making some changes to save within their organization and expand their supply chain.

Sappington was also seeking ways to reduce spend, including limiting the intensive manual labor shipping process for automated processes. Opportunities that were presented to ASPEQ included limited supply chain visibility and no reporting, along with 3PL fees not in line with value-add. The company struggled to find a 3PL that met the requirements, quickly becoming crunched for time to make a transition without impacting its customer's shipments.

"One of our partners recommended Redwood Logistics," said Sappington. "When we first approached them, we had an incredibly compressed timeline for implementation, but they assured us they were up for the challenge."



MARKET

- Commercial
- Industrial
- Transportation
- Marine

KEY TOOLS & SOLUTION

- LTL Procurement
- MercuryGate TMS Portal
- Multi Modal Brokerage
- Cargo Claims

ADDITIONAL BENEFITS

- Nearly 10% in annual savings
- Increased visibility, reporting, and automated processes
- Most ROI in LTL

ASPEQ
HEATING GROUP

THE SOLUTION

Redwood Logistics, one of the fastest-growing supply chain and logistics companies in North America, met with ASPEQ to identify the individual areas it could support. After receiving ASPEQ's data, Redwood demonstrated the bottom-line savings available, as well as its automated solutions designed to provide increased visibility and reporting.

"LTL freight presents real challenges and can be one of the most costly and stressful modes within supply chain operations," said Christina Ryan, EVP of Managed Services, Redwood. "Efficiency is the top priority of our LTL freight management system. We streamline processes, remove complexity, and generate savings."

From carrier bidding to freight cost recovery, Redwood's flexible freight management helps customers uncover hidden savings and modernize supply chains from start to finish. Redwood also provides custom LTL solutions, allowing customers to choose the resources, technology, and processes that best fit their needs.

"Making the transition to a new logistics platform almost always comes with a learning curve, and in our case, we needed it done quickly," added Sappington. "Redwood's integration process was efficient and near-seamless. It was something other providers weren't able to provide, which is why we were overwhelmingly excited to move forward with Redwood."

THE RESULTS

By working with Redwood Logistics, ASPEQ realized numerous benefits, including:

- **Nearly 10% in annual savings.** Through Redwood's LTL freight management system, ASPEQ saved nearly 10% in its annual LTL spend, as well as a significant reduction in annual fees.
- **Increased visibility, reporting, and automated processes.** With RedwoodConnect™, ASPEQ now has access to industry leading integration resources, including MercuryGate TMS, LTL procurement, multi-modal brokerage, cargo claims, and more. Sappington added, "This helped us gain insight on our shipments across multiple systems, identify savings, and book capacity in a streamline fashion."
- **Most ROI in LTL.** Return on investment was a crucial point for ASPEQ and one the Redwood team was dedicated to providing. "Our advanced back-end integration network, RedwoodConnect™, has allowed ASPEQ to get the most ROI in LTL and accelerate their time-to-value by providing a fully integrated platform that has seamlessly connected every aspect of their supply chain," said Ryan.
- **All modes of transportation.** Not only is ASPEQ seeing the benefits on LTL bookings, but can also fully outsource all modes of transportation while maintaining a high level of visibility into shipments.



FROM OUR PARTNER

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- Stacey Sappington
CFO, ASPEQ Heating Group

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