

CASE STUDY

Tried and True: Redwood Delivers Proven Results for True Manufacturing

MARKET: COMMERCIAL REFRIGERATION MANUFACTURING

True Manufacturing supplies high-quality commercial refrigeration solutions to restaurants, bars, bakeries, retail outlets, schools, and stadiums in over 100 countries. It also ships original equipment manufacturer (OEM) parts directly to both consumers and distributors, promising rapid fulfillment and delivery.

THE CHALLENGES

- High volumes of less-than-truckload (LTL) and parcels
- Short delivery times to fulfill promises to customers
- Special handling for high-quality cargo
- Diverse range of shipment sizes

THE SOLUTION

As a satisfied Redwood customer for more than 12 years, True Refrigeration relies on Redwood for advisory services and carrier management as it transports large equipment such as reach-in refrigerators, glass-door merchandising solutions, ice machines, and food prep tables. True also depends on Redwood's business intelligence to profitably fulfill its promise to ship 90% of parts within one day.

THE RESULTS

Fact-based, profitable decision-making for both whole goods and OEM parts

Parcel savings via contract optimization, invoice audit, and BI

Increased intelligence and analysis

Market-competitive costs on LTL freight

KEY TOOLS

Less-than-truckload intelligence

Parcel advisory services

Freight payment audits and reporting

True is a family business, founded in 1945, that's become a global refrigeration leader. We're a relationship-driven company, and Redwood has been our trusted partner for over 12 years. By partnering with Redwood for business intelligence and advisory services, we can profitably deliver our products and parts on time. Redwood's proven logistics expertise enables us to focus on what we do best: product quality and innovation.

— Chester Jones, Supply Chain Operations