

# CASE STUDY: MW SUPPLY



## ABOUT THE COMPANY

Mike Williams started MW Supply, Inc in January of 1992, operating out of his apartment, with just a phone, an old 286DX computer, and a \$500 loan from his good friend Chad Blakeman. Today, the team has a combined 100+ years of experience and MW Supply boasts a full line of cargo control, material handling, and safety access solutions to their valued customers.

## THE CHALLENGE

As MW Supply experienced growth, it became evident they needed a logistics company who would work as a team with them to ensure their customers were receiving top notch service. Previously, MW Supply had to book multiple carriers per day for inbound and outbound shipments. It became quite time-consuming reaching out to many carriers every day to obtain tracking information, follow up on shipments, and keep an open line of communication between all parties for a seamless delivery of product.

## THE SOLUTION

After searching, it was quickly apparent that Trinity Logistics was the best option for MW Supply's needs. Trinity's access to Banyan technology and their LTL experts allowed MW Supply to promptly receive quotes, book shipments from their choice of carriers; and track all their shipments in one place. MW Supply has the utmost confidence in Trinity's Team Members to handle any problems or concerns that may arise with their freight as fast as possible.

## THE RESULT

Trinity Logistics has allowed MW Supply to continue experiencing growth, while also knowing their customers are receiving the best service from start to finish. Due to the increased proficiency MW Supply has seen since partnering with Trinity Logistics, Trinity now handles all of MW Supply's inbound, outbound, and drayage shipments. MW Supply no longer needs to keep up with multiple sources of information, as Trinity's Banyan application provides everything they need in one location.

Decline in Freight Damaged

**59%**

"Freight is a tricky part of doing business. If it's not a priority in your business, the outcome could be detrimental to your success. Trinity Logistics has become a freight manager within our business and has helped see that we as a company continue to move shipments nationwide with no speed bumps."

Jason Allen, Partner/General Manager of MW Supply, Inc

