

Regional Pool Distribution Helps WIX Reach National Customer Base



We know
consolidation and distribution.



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Challenge

WIX Filtration Corp., a designer, manufacturer and distributor of innovative filtration products, needed to adjust its primary delivery model to accommodate its retail distribution growth.

The company provides service to automotive, agricultural and industrial clients throughout the United States requiring wide reaching freight distribution channels. In the late '90s, shipping less-than-truckload (LTL) was not a large part of its business until WIX began shipping directly to retail stores from its Gastonia, NC, headquarters. WIX Shipping Transportation and Customs Coordinator, Peggy Tschudin, found that as LTL usage grew, more efficiency and cost-savings were needed.

Solution

WIX was already shipping with Holland for Midwest distribution, so it was only natural to look to Reddaway for the same quality and value in the western United States. WIX shipped truckload to distribution points in Denver, CO; Salt Lake City, UT; Portland, OR; Seattle, WA; Kent, WA; Boise, ID; Billings, MT, and three locations in California. Then Reddaway sorted and distributed LTL shipments for next-day delivery to WIX retail customers within its extensive service area.

WIX also began using New Penn for east coast regional transportation five years ago with multiple distribution points in New York and Connecticut.

Holland, Reddaway and New Penn have partnered with WIX to create a seamless and efficient regional distribution solution.



Customer Satisfaction

Tschudin states that "WIX customers absolutely love the pool distribution service because Reddaway, Holland and New Penn provide WIX with the transportation services we need to give our clients the on-time service they expect with far fewer exceptions. All shippers should consider pool distribution to take advantage of excess truckload capacity." WIX regularly invites customers to its headquarters to demonstrate how the pool distribution process works so well.

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Peggy Tschudin
WIX Shipping Transportation & Customs Coordinator



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