



**TradeLink**  
**International Ltd.**  
LOGISTICS SPECIALISTS

**FOR MORE INFORMATION**

TradeLink International Ltd.  
3410 South Service Road  
Suite 108  
Burlington, ON L7N 3T2  
CANADA  
t: (905) 333-LOAD (5623)  
e: [inquiry@tradelinkinternational.ca](mailto:inquiry@tradelinkinternational.ca)



**CASE STUDY  
INDUSTRIAL &  
MANUFACTURING**

**LEADING MANUFACTURER USES STREAMLINED  
SOLUTION TO REDUCE SUPPLY CHAIN COMPLEXITY**

TradeLink streamlines and enhances the logistics process while delivering USD 5 million of savings in the first 18 months of contract award.

## SCENARIO

Our client, head quartered in Ontario, Canada, develops and manufactures machine packaging technologies for the food and beverage sectors. With manufacturing plants in Europe, Asia and N. America exporting to customers globally and a decentralised logistics process, our client had an array of carriers in each business unit for all their international shipping requirements. The client objectives were to streamline their logistics processes, leverage their international volumes and position the business for scalable growth.

## THE CHALLENGE

Decentralised logistics operations across more than 8 manufacturing sites in Europe, Asia and N. America and carrier selection made locally. Each manufacturing site used a variety of transport carriers with, on average, 30% of logistics spend on Air Freight moves. The client sought to leverage its overall buying power while maintaining the decentralised operational model, specifically to:

- Streamline operations, including reduction of air freight spend.
- Rationalise the volume of carriers and simply supply chain processes.
- Maintain autonomy of logistics operations at local plant level which leveraging global export volumes.
- Improve order-to-delivery cycle time.
- Improve customer service and reliance on premium air freight to meet delivery targets.

## THE SOLUTION

Evolving from our client discussions TradeLink proposed and were awarded an open-book (cost-plus) logistics contract and 'single-source' solution. From here, TradeLink worked with each manufacturing site to analyse logistics spend, transport carriers, lead-times and export requirements.

Specifically, TradeLink:

- Performed in-depth analysis of the client supply chain including key variables of volume flow, lead-times and carrier distribution model.

- Established a global control tower structure to centralise supply chain management while maintaining decentralised decision making. Key to success was the provision of a key account management team across the scope of client's operations.
- Rationalised the transport carrier network and negotiated long-term agreements and capacity with prime and back-up multi-modal transport carriers.
- Standardised export lead-time schedules as part of the client production and sales process to better manage end-customer delivery expectations and minimise air freight events.
- Became the client's single-source-solution for all their international logistics management.

## THE RESULTS

By streamlining and rationalising our clients supply chain within an open-book approach, TradeLink achieved USD 5 million of savings within the first 18 months of contract.

Additional achievements include:

- Order-to-delivery cycle time reduced by up to one week.
- Reduction in client administration by moving to a single-source logistics solution.
- Radically improved end-customer service levels and 80% reduction in air freight events.
- Greater supply chain visibility and a more streamlined process.

## FOR MORE INFORMATION:

We collaborate with our customers to unlock value across their supply chains, leveraging our expertise, supplier relationships and global network to deliver bespoke end-to-end logistics solutions. Contact us and discover how we can assist you.

TradeLink International Ltd.  
3410 South Service Road  
Suite 108  
Burlington, ON L7N 3T2  
CANADA  
t: (905) 333-LOAD (5623)  
e: [inquiry@tradelinkinternational.ca](mailto:inquiry@tradelinkinternational.ca)



## ABOUT TRADELINK

TradeLink International Ltd. provides tailored, flexible and innovative logistics solutions on behalf of global large and SME clients. Our reach extends to more than 67 countries with on the ground specialists ready to assist you. We offer a comprehensive portfolio of logistics and value-added services and have built strong and lasting customer relationships by balancing global scale with local market specialists and a highly personal service.



**Move with Confidence**