



Foreway

WHITE PAPER

Dedicated Transportation Solutions

- Fleet Creation
- Private Fleet Conversion
- Private Fleet Supplement
- Supply Chain Management

1413 Randall Street
Coopersville, Michigan 49404
P: 616.997.9771 | 800.836.5106
F: 800.836.5107
www.foreway.com

Dedicated transportation offers you the advantages of a private fleet – without the burden of management and administration or the cost of capital expenditures. Unfortunately, many companies view dedicated transportation as an option only when fleet size or transportation costs have reached a certain level. But you don't need large fleets or complex movements to justify Foreway dedicated transportation: our creative solutions can be tailored to your specific requirements at any number of cost-effective levels:

- **Fleet Creation** – private fleet for customers needing greater reliability/control/cost-savings over contract truckload or LTL scenario without burden of private fleet
- **Private Fleet Conversion** – maintain control “features” of private fleet through replacement of owned/leased equipment and drivers
- **Private Fleet Supplement** – incremental replacement or conversion supplements private fleet for growth, exclusive customers and geographic areas
- **Supply Chain Management** – dedicated transportation as part of a re-engineered logistics solution involving other disciplines, such as warehousing, transportation management, etc.

Foreway Dedicated Transportation Offers Significant Benefits.

- Reduce transportation costs while maintaining private fleet control
- Outsource administration, liability, insurance, DOT and EPA compliance requirements
- Shift valuable capital and personnel resources to areas of core competencies
- Improve cash flow
- Strategic use of transportation to improve customer service and increase market penetration
- Minimize “variable” risks – rising costs of insurance, fuel and taxes
- Improve accountability of transportation function
- Increase corporate or brand awareness through vehicle ID enhancements
- Benchmark for continuous service improvements and cost reductions

Foreway Dedicated Transportation Provides Value-Added Services.

- Computerized routing, scheduling and load optimization for maximum fleet utilization
- Transportation management of Foreway fleet and partner carriers to supplement peak periods
- Qualcomm satellite tracking for real time load/delivery information
- Complete information management for performance reporting, service analysis, and continual improvements
- Expert equipment specification and comprehensive maintenance programs
- Thorough driver training and ongoing safety requirements

Foreway Manages Your Transportation Program.

- Relieves your staff of day-to-day operations and long term planning
- Assures transportation performance is geared toward your goals
- Partners on new developments, markets, customer service issues
- Manages “exceptions” – unexpected demands, out-of-route shipments, equipment failures

Foreway Assures Qualified Drivers For Your Team.

- Extensive screening and performance evaluation
- Strict D.O.T. compliance
- Attitude, appearance and professional courtesy
- Knowledge of your business, your customers and your goals
- Ongoing safety training

CLIENTS

Amway Corporation

"A very consistent, dependable program." Joe Melnyk, Amway Corporation

To help support the export activities of this global corporation, Foreway has developed a daily shuttle of consolidated containers from the Ada, Michigan manufacturing facility to a rail yard in Detroit for continued outbound service. Complementing the Amway fleet activities, this dedicated run assures a consistent, on-time 'drop and pull' program. "This operation has worked very well – their dedicated driver is the best sales person this firm could have. Consistent service is provided with little or no supervision," commented Melnyk.

Bissell Corporation

"It's like having our own fleet without the headaches." Jerry Postema, Bissell Corporation

By consolidating multiple LTL inbound shipments into one dedicated truckload, Bissell has streamlined its supply chain. The benefits are significant: production warehousing is eliminated, inventory is greatly reduced and freight costs have been cut by 33%. This Foreway program, called Vendor Connect, is Foreway dedicated transportation working in concert with Bissell purchasing. "We went into this believing that the improved production would cost us more for what is basically custom transportation services," said Postema. "In all actuality, we have saved money. We deal with only one driver and one scheduled shipment, instead of four or more. We have less congestion, paperwork and handling," says Postema.

Bradford White

"Lower cost, higher service – it's a win/win." Ron Thompson, Bradford White

When standard equipment won't do the job right, talk to the Foreway team of transportation specialists. Foreway's special fleet of 4,600 cu. ft. drop trailers are 122" high – that means two tiers of Bradford White 60" water heaters instead of the normal single tier. By committing this equipment to the Bradford White transportation program, Foreway handles twice the payload per trailer – competitive to rail service to the west coast but with the faster response time of the Foreway team. "It's lowered my cost per heater, while assuring timely service to the west coast. Foreway has stepped up to the challenge, and you can't argue with the results," says Thompson.

Metalworks

"An excellent program." Marty McGraw, Metalworks

Daily service to six key customers, plus timely backhaul of production components: this dynamic transportation process is the conduit to improved customer service and JIT production management. Foreway dedicated drivers and units make four runs per day to Metalworks customers throughout West Michigan, combined with a drop and hook trailer program for raw material from key suppliers. Unlike traditional dedicated programs, Metalworks handles dispatch for added flexibility, calling on a rotating pool of Foreway drivers when loads are ready. Flexibility and dedication. "They do the driving, we do the manufacturing," adds McGraw.

Shape Corporation

"Foreway's dedicated service ranks very high in our eyes." Chuck Michael, Shape Corporation

A dedicated Foreway driver and truck make a daily pick-up and delivery of automotive components from an outstate supply source, allowing Shape to focus its fleet activities closer to its main plant. The program has been in effect for the past several years — with 100% on time delivery, and zero service failures. That consistent service has earned Foreway additional business on an as-required basis. "Their program complements our fleet activities, and gives us the control we need without having to purchase additional equipment," added Michael.

Foreway Transportation, Inc. provides customer-specific carrier services designed to help clients better manage their inbound and outbound logistics for increased transportation efficiency.

When We Commit, We Cover.

1413 Randall Street
Coopersville, Michigan 49404
P: 616.997.9771 | 800.836.5106
F: 800.836.5107

www.foreway.com