



The Operational and Financial Benefits of Drop & Hook Freight via a Trailer Pool

How a Major Food & Bev Company Tripled Their Daily Loads



Solutions for the Food Industry and Beyond

It's no secret that the food distribution industry is highly competitive. Consumer demands change in a flash, and the popularity of online grocery shopping is affecting the speed required for grocery stores to receive their shipments from distributors. According to Capital One Shopping Research, by 2026, 59.4% of online grocery sales are projected to be for delivery. For companies in this space, operating efficiently is essential to succeed.

When one of the nation's largest food distribution and production companies with over \$1.5B in sales assessed how to save time and money in a tight economic landscape, trailer pools presented as a worthwhile long-term solution.

So how did this major player in the food and beverage space go from five distribution center deliveries per week, per driver, covering only 1,300 miles to 3,900 miles? With the help of trailer rentals from COOP by Ryder's extensive nationwide network of vehicles, they built their trailer pools and drop and hook applications seamlessly. Read on to find out more.

The Challenge

The nationwide food distribution company was losing 6-10 hours of loading and unloading time, making just 1 distribution center delivery per day per driver.

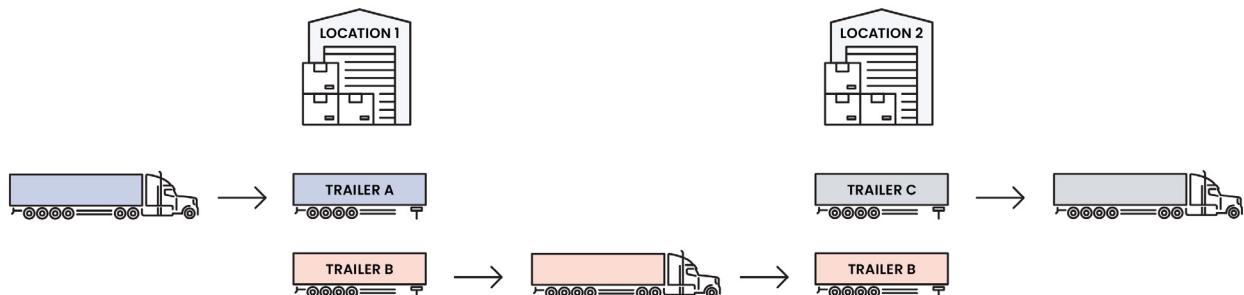
Large volumes to transport in short periods and long load times... Does this problem hit close to home? These significant challenges had reached their boiling point for this leading producer, distributor, and marketer of premium quality, branded food products with over 100 years in the industry. In an effort to increase turnaround times, optimize fleet utilization, improve driver retention, save on costs, minimize spoilage risks of products, and more, this company needed a tactic that would result in shippers, carriers, and receivers all improving their operations.

Especially every time the holiday season comes around, they need ways to put food on the tables of families across the U.S. in a better way. Fulfilling orders promptly put massive pressure on this company as it sought new technologies and tools.

Trailer pools are a way to facilitate drop and hook operations as opposed to live loading and unloading. The shipper can load or unload trailers on their schedules, while the carrier can drop an empty trailer and pick up a full one at a shipper or receiver's facility and sometimes even a nearby lot without waiting around. The ultimate goal is to improve loading and unloading operations while reducing truck driver dwell and detention times.

While trailer pools and drop and hook freight are not new concepts, they require collaboration and trust between companies. Using their in-house trailer rental partner to overcome speed bumps, Ryder Freight Brokerage presented the company with this option as a highly beneficial strategy.

How Drop & Hook Works

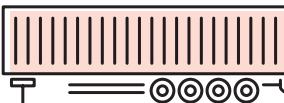


The Solution

30+ trailers were sourced and rented using the COOP by Ryder fleet optimization platform to increase efficiency using drop and hook applications.

COOP's trailer rentals solution platform proved to be a game-changer. Ryder Freight Brokerage worked together with the COOP team to get over 30 trailers in multiple cities across Illinois and Wisconsin so that these vehicles could be built into this major food company's drop and hook applications, reducing waiting hours at the receiver. Additionally, trailers were secured within a week, allowing the company to implement the process immediately and see a positive impact right away.

Building these pools requires several commercial trailers because they have been difficult to find due to vehicle shortages or extremely high costs. With access to 30,000+ dry van, refrigerated, flatbed trailers, Ryder tapped into COOP's network as a breakthrough option to provide the inventory this leading food company needed as the final piece of their puzzle.

30+ 

53' Dry Van Trailers
were secured for 6+ months



The Results

The company tripled their delivery loads to 15 per week per driver, making their wait time at docks close to zero.

This leading food company continued to build larger pools with more rental trailers and extended the amount of time they used them from. Sourcing rental trailers for pools and drop and hook applications has allowed their much-loved food products to get into stores quickly as demand changes, all while maintaining a high level of service for their customers. Thanks to the additional trailer capacity rented on COOP, each driver was able to do an average of 15-20 loads per week instead of just 5.

Driver retention and productivity rose for this leading food company because their daily working hours have become more efficient, with much fewer delays on their route.

A Case in Summary

- ☒ **Challenge:** Long wait times at receivers and late deliveries
- 💡 **Solution:** Rented more than 30 trailers with COOP by Ryder to build into their trailer pools
- 💰 **Cost Savings:** Saved on detention costs and layover fees
- ⌚ **Idle Driver & Vehicle Hours:** Dropped from 6-10 to almost 0

Why COOP?

COOP by Ryder provides complete flexibility, control, and options so businesses facing transportation challenges have a trusted go-to partner. Our team of experts combined with cutting-edge technology puts businesses in the driver's seat to maximize fleet use.

Unlock the Power of Fleet Optimization



Commercial Trailer & Vehicle Rentals



Bulk Rentals for Trailer Pools



Storage Solutions



Make Money from Idle Vehicles



Trusted & Vetted Businesses

For more information, visit coop.com.

