

Renting Storage Trailers to Tackle Warehousing Challenges

How the Largest Value-Added Distributor Found a Practical Solution for Storing Goods



Transforming Logistics with Seasonal Storage

A leading global distribution company specializing in providing a wide range of essential products and services to businesses across various industries was literally up against the wall. The problem? They had too many goods and needed more space to store them until their clients needed to have them delivered. One such company is a popular Italian ice, frozen custard, and specialty creations sweet treats chain with over 600 locations in 31 states.

This essential distribution company is a crucial link in the supply chain, delivering everything from packaging materials and cleaning supplies to safety equipment and food service products. To ensure that the goods needed for the Italian ice stores across the northeast would be safely stored and delivered while closed during the winter, the distributor required reliable storage trailers to overcome warehousing challenges.

So, how did they find the amount of dry trailers with the specs they needed to store inventory for several months?

With COOP by Ryder, a seamless, creative, and cost-effective solution was found. The largest tech-driven fleet optimization and rental solutions platform provided the company access to thousands of storage trailers and delivered them to their desired location. Read on to find out more.

The Challenge

Insufficient warehouse space to store products for a customer with 194 locations.

Food packaging, disposable supplies, and cleaning products are vital for so many businesses in the food and beverage industry. As a distributor of these items, this supplier was faced with the significant challenge of needing extra warehousing space to store dry goods until they were needed for their customer. This component is an instrumental part of being able to cater and adjust to their customers' changing needs.

The Italian Ice shops they supply products to in the northeast are typically closed from the end of September until the beginning of March. This meant that the distributor had to find a way to keep their customer's products stored in a safe and protected place during peak commercial vehicle rental season – yup, you guessed it, the holidays. It is a time when vehicles are typically scarce, hard to source, and challenging to bring together quickly in one area.

The lack of sufficient space left a big question mark. Where would the goods for these Italian ice stores be kept until they were ready to be shipped out as soon as spring came around? Planning out a course of action that would benefit everyone involved was key.



The Solution

Used the COOP by Ryder platform to unlock a flexible, highly effective solution using commercial storage trailers.

As it became apparent that investing in extra warehousing space would become too costly and unnecessary for this distributor's short-term needs, the COOP fleet optimization and rental solutions platform had the answer – secure, affordable, and mobile storage trailers.

With COOP, they could access thousands of dry van or refrigerated trailers to house these goods. The platform gives businesses ultimate control and options to efficiently fulfill transportation needs with various vehicles available to rent nationwide. It was easy to do with a network of thousands of trusted and vetted businesses that list quality storage trailers. The COOP team was also able to help coordinate where the trailers were dropped off and picked up for the months when they needed them.

Even with a lack of trailers available in the market, let alone within their region due to the increased demand for these vehicles during the holidays, the COOP team assisted every step of the way. The extensive nationwide network of trailers available on the platform made it easy to secure the amount they were looking for.

This approach allowed this premier supplies distributor to effectively manage their storage needs without the limitations of expensive physical warehousing space.

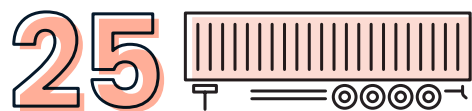


The Results

25 storage trailers were rented, delivered, and picked up, which were used for over 5 months.

What started with just five storage trailers turned into 25 in a matter of weeks. The COOP platform facilitated a quick and seamless solution for this company's challenge with warehousing space. The pick-up and delivery of the units gave them ultimate flexibility. It provided the additional convenience of keeping these trailers on-site near one of their warehouses or in a remote location until the goods were ready to be delivered to stores.



The unique way COOP allows businesses to rent all types of commercial vehicles makes the transactions easy, seamless, and painless. Additionally, excellent communication and service provided more options to adjust needs based on demand.



Storage Trailers
were secured for 5+ months

Excess inventory and lack of space have caused many companies to rely on alternate ways to stock goods. Thanks to being able to source this type of equipment in bulk to a desired location, their goal of securely housing inventory was accomplished until it was time to deliver to customers.






A Case in Summary

-  **Types of Vehicles Needed:** 53' dry van trailers suitable for storing and protecting dry goods.
-  **Number of Storage Trailers:** Started with 5, then 10, and rented a total of 25.
-  **Turnaround Time:** Equipment secured in a couple of weeks.
-  **Location:** Delivered across multiple locations in Pennsylvania.

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.

