

Weaving Through Challenges

*How Trailers Transformed Port Logistics for a
Textile Company*



The Journey to Delivering Global Craftsmanship

The Port of Newark, New Jersey, is a bustling gateway for international trade, handling over 7 million TEUs (twenty-foot equivalent units) of cargo annually. As one of the busiest ports in the United States, it plays a pivotal role in the global supply chain. However, businesses often encounter significant challenges when attempting to move goods out of this port efficiently. Delays in retrieving containers, congested roadways, and complex logistics processes increase costs and operational inefficiencies.

One of the largest international textile importers needed a better way to get their goods out and capitalize on fulfilling orders faster. Flexible access to a dedicated fleet of chassis trailers and skilled drivers to move the containers brought streamlined operations and mitigated the logistical hurdles.

Having found a tech-driven trailer rental solutions tool to gain greater control over the transportation process with COOP by Ryder, the company immediately obtained the following benefits:

- Reduced wait times
- Faster distribution
- Minimized demurrage and storage fees
- Access to trailers on-demand

Ditching their previous method of moving containers, a new and creative approach helped enhance operational efficiency and optimize costs, providing a competitive edge in the dynamic global trade environment. Read on to discover how they continue to weave success in renting specialized trailers.

The Challenge

Containers with goods stuck at the port caused late deliveries and thousands of dollars in penalty fees.

Bedding, pillows, towels, kitchen linens... everyday essentials that can be found in just about every store. But what happens when a leading worldwide textile producer and supplier to major hotels across the U.S. and a prime retailer on the biggest e-commerce website can't get their goods out of the ports quickly enough for demand? This issue was becoming a significant barrier to their operations.

The company had been relying on third-party logistics (3PL) providers to move their containers, but they encountered issues that caused containers to get stuck at the port. This was particularly problematic as items stuck at ports often incur penalties, leading to increased costs and delays.

The company realized that it needed a more efficient and reliable solution to this problem to streamline its operations and minimize financial losses.



The Solution

Rent chassis trailers using the COOP by Ryder platform to expedite the transportation of containers carrying their goods.

The company found a cost-effective solution they could implement quickly with COOP, the leading on-demand trailer rental platform. This tool allows businesses to rent commercial vehicles from trusted businesses to expedite the process and gain more flexibility over their logistics.

Upon connecting with a dedicated and experienced Fleet Partnership Manager from the COOP team, the company was able to create a professional relationship that allowed for their plans and needs to be listened to and met. With this new partnership in place, the company created a more efficient and responsive logistical arm that provided them with greater control and visibility over the transportation of their containers.

With a reliable and steady supply of trailers at their disposal and their ability to acquire drivers, they could address the issues affecting their ability to get their textiles into their warehouses and the hands of consumers faster.



The Results

Over 20 chassis trailers were rented to move containers out of the port quickly, helping the company cut port delays and optimize overall supply chain efficiency.

From five chassis to over 20 and more in the works, their ability to use the COOP platform for renting specific vehicles, requesting extensions, getting negotiated rates, gaining access to 24/7 roadside assistance, and more has made streamlining operations a game-changer.

This major international textile company (a top-three seller on the largest online retail platform in the U.S.) significantly improved its import logistics and overcame the challenges it had been facing at the Newark port.

Within a few months of joining COOP, they were able to enhance their overall operational performance, reduce costs associated with import delays, and thread their way to increasing the volume of containers by 28%.

A Case in Summary



Challenge: Long delays and expensive fees due to containers stuck at the port



Solution: Rented 20+ chassis trailers with COOP by Ryder to expedite operations



Turnaround Time: Equipment secured in under a week



Rental Duration: Short- and long-term monthly rentals with ability to adjust fleet based on demand and seasonality








Location: New Jersey and 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.

