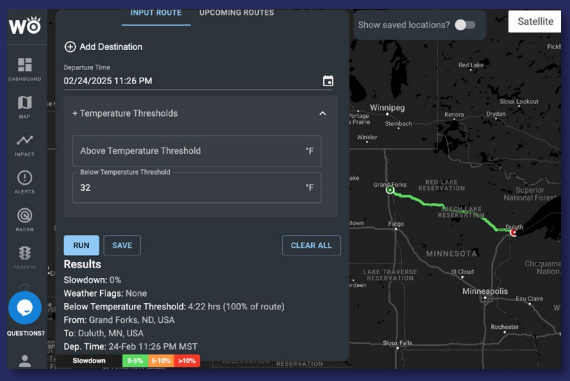
Case Study: **Know Exactly When to Protect From Freeze**

WeatherOptics predicts impact – so you only spend when it's truly needed.

Challenge

A Top 5 Food and Beverage Brand needed to decide when to apply Protect From Freeze (PFF) during cold-weather shipments.

Each use of PFF added ~$415 per load – a costly safety measure they couldn't afford to guess on.



Approach

WeatherOptics' RightRoute API analyzed route-level temperatures and exposure risk, telling the shipper exactly when to apply or skip PFF.

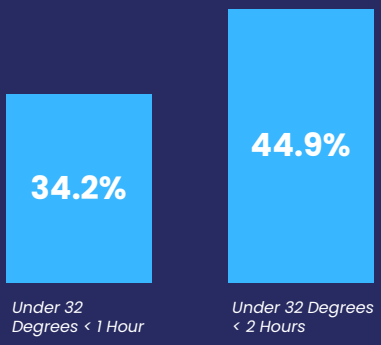
By integrating predictive temperature data into their transportation management process, the team gained automated, shipment-specific freeze protection guidance – no manual guesswork required.

Analysis

Across 9,762 shipments, nearly half of all PFF applications were unnecessary.

- 32.2% of loads saw temps under 32°F for < 1 hour
- 44.9% were exposed under 32°F < 2 hours

WeatherOptics revealed major overuse – with millions spent protecting shipments that never faced true freeze risk.



Result: $1.82M in annual savings realized.

At +$415 using PFF, replacing guesswork with WeatherOptics RightRoute intelligence cut unnecessary usage in half – without risking product quality

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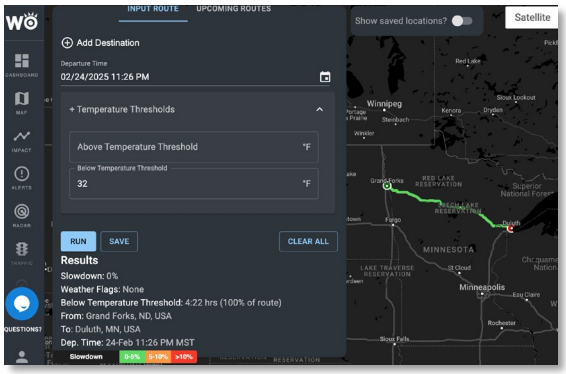
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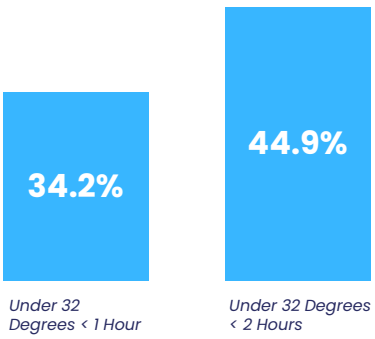
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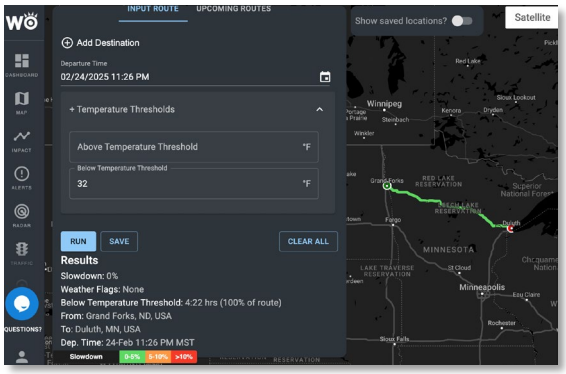
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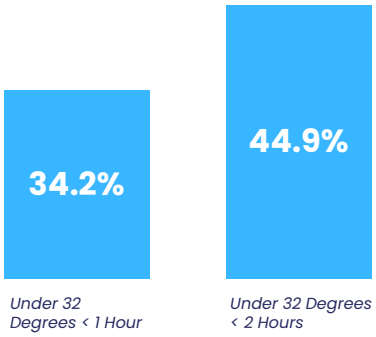
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