

How Shorr Packaging Met Peak Demand While Achieving Cost Efficiency with Echo Global Logistics

With six times the shipping volume during peak season, Shorr turned to Echo's Managed Transportation solution to optimize routes, secure capacity, and achieve cost efficiency.

Challenge

Support Shorr's peak, high-volume shipping surge with reliable capacity and cost-effective transportation solutions.

Solution

Leverage Echo's Managed Transportation solution to optimize carrier selection, improve routing strategies, and provide integrated support as an extension of Shorr's logistics team.

Result

Shorr navigates peak season with ease, scales service to big box retailers, and attains optimal cost efficiency.

As one of the largest independent distributors of packaging products, equipment, and services, Shorr has complex logistics needs, especially during peak season, when shipping volume can spike up to six times the usual demand.

Hundreds of customers ship out of its 240,000 square foot distribution facility at its headquarters in Aurora, Illinois, serving eight major industries: manufacturing, third-party logistics (3PL), distribution, e-commerce, food, medical, pharmaceutical, and printing.

Meeting high seasonal demand with limited internal resources was becoming a growing challenge when Shorr turned to Echo's Managed Transportation solution.

"Our business relationship with Echo Global Logistics is truly a partnership. They're very transparent, they're flexible, they're very easy to do business with. They listen to our needs and they're able to develop logistical solutions to help serve our customers."

- Nick Matuck, Senior Director of Global Logistics, Shorr Packaging

Integrated Load Management with Immediate Results

When Shorr began working with Echo in the fall of 2018 it was just 45 days before the start of peak season. Echo's team moved quickly to implement its Managed Transportation solution, establishing routing strategies, managing load coordination, and sourcing capacity through a trusted carrier network.

Shorr Packaging

Case Study: Shorr Packaging



During this critical time of year, Shorr handles up to six times their typical shipment volume, especially as they fulfill orders for major retailers. To keep up with this demand, Echo provides 24/7 support and reliable capacity, ensuring freight arrives on time.

Thanks to this partnership, Shorr not only met peak demand—they grew business with major retailers and achieved cost efficiency in the process.

Key Benefits of Echo's Managed Transportation Program

- **Scalable carrier optimization:** Echo provides custom LTL carrier evaluation and selection.
- **Proactive partnership:** Echo's team works closely with operations teams to adapt strategies quickly based on integrated reporting and readily available expertise.
- **Data-driven insights:** Echo provides multiple status updates every week, reviews terminal locations, and integrates workflows, driving continuous improvement.
- **24/7 Support:** While Echo's technology optimizes transportation management, it is backed by a team of experts who are always on call.

“Working with the Echo team has been great, and it truly has been no different than if I was going to pick up the phone and call somebody with Shorr at another location. They are an extension of our supply chain.”

-Nathan Kruger, Senior Director of Operations, Shorr Packaging

To learn how we can optimize your business,
contact Echo today.

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