

## Echo Global Logistics' Technology and Expert Service Demystify Shipping for FoamAroma

Echo's web-based portal and logistics expertise make quoting, booking, and shipping simple

### Challenge

Simplify load procurement, quoting, and booking for FoamAroma to ship its scientifically engineered coffee lids.

### Solution

Utilize responsive representatives and EchoShip®, Echo's technology-enabled shipping platform, to provide instantaneous load fulfillment.

### Result

Without having to worry about finding and booking loads at the best rate, FoamAroma can focus on business and growth.

In 2007, [FoamAroma LLC](#) founder and inventor Craig Bailey had his first cappuccino. Trained as a chemical engineer, Bailey's curious and innovative mind quickly identified an issue with the basic coffee lid model, how the flavor from his delicious cappuccino not only escaped but had become tainted from the poor design of the cup. After experimenting with a few different prototypes, Bailey created the best lid for the best coffee taste, allowing flavor to flow without sacrificing quality, and FoamAroma was born.

FoamAroma came to Echo in 2018. Bailey runs all aspects of the company himself and found it difficult to source and ship freight without help. He tried other brokers, but nothing compared to the ease and efficiency of Echo.

**"I really appreciate the responsiveness of Echo's service and the simplicity of using EchoShip. The technology is there to be instantaneous and that's exactly what it does. Echo allows me to manage my business much more easily than if I had to source carriers myself. I've even sent a few customers Echo's way!"**

-Craig Bailey, founder of FoamAroma

### Simplified Shipping through EchoShip

EchoShip is Echo's innovative technology backed by experts and extensive buying power, providing access to Echo's extensive LTL and Truckload carrier network. The EchoShip self-service shipping platform gives the ability to quote, book, ship, track, and manage invoices all in one place. This helps companies like FoamAroma eliminate repetitive workflows, gain visibility, and receive time back to focus on growing the business.

Not only does FoamAroma enjoy the simplicity and easy-to-use nature of EchoShip, but Bailey also recommends it to his customers. The responsiveness of Echo representatives in conjunction to the innovative technology of this shipping tool provides for a quick and reliable shipping experience.

#### Additional benefits of EchoShip include:

- Book anytime, anywhere – 24/7/365
- Award-winning representatives for client support
- Quote and book shipments faster than ever before
- See real-time status updates
- Store frequently used shipment information
- Select carriers by transit time, cost, insurance coverage, and more
- Monitor important loads by adding to your watch list
- Manage invoice payments
- Add extra cargo protection on your LTL shipments with EchoInsure+
- Receive continuous support from Echo's award-winning, dedicated account team

**“A quick turnaround time is essential for FoamAroma. Echo not only provides me with the information I need to know to make decisions on the fly, but they’ve also consistently been available for me when I have questions or need additional shipping details. I’m sure there are many businesses out there like mine that could use Echo’s help.”**

**-Craig Bailey, founder of FoamAroma**

To learn more about how Echo can simplify your transportation needs and help your business grow, contact us today at 800.354.7993 or [info@echo.com](mailto:info@echo.com).