

CASE STUDY

# GLOBAL PULP AND PAPER COMPANY

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When you're a Canadian pulp and paper manufacturer with critical customers in Asia, transport delays mean missed deadlines – and missed deadlines aren't good for longstanding business relationships.

But one such company in northern Alberta, Canada, faced precisely this predicament in the aftermath of their home province's economic downturn due to declining energy prices.

### First-mile frets

When Alberta's booming energy sector softened along with the price of oil, the province's primary rail carrier reduced its total number of rail cars in response to withering demand. For our customer, this meant they could no longer easily get their product from their facility in northern Alberta via train to the rail yard in the province's capital, where it would be loaded onto westbound locomotives headed for Vancouver and eventual sea transport to Asia.

The customer already had a long-standing relationship with Livingston and one of our trade experts, who had been dedicated to the account and understood the company's needs and restrictions. But until late 2017, their relationship with Livingston was primarily focused on the coordination of occasional ground or air freight services for machine parts and packaging materials, rather than their core product.

**By using Livingston for both ground and sea transport,** our customer was able to reduce the complexity of their supply chain while saving money and reducing time in transit.



### A creative approach

When the company approached Livingston for a quote on ground freight from their facility in northern Alberta to Edmonton, our trade experts took it upon themselves to examine the company's full supply chain and identified a creative solution.

Rather than have the company's product placed onto rail cars, bound for the Pacific coast where it would be transferred into ocean containers for transport to Asia, Livingston suggested having the product loaded directly into ocean containers at the company's facility and transported to Edmonton on a chassis. This avoided reliance on the short supply of trains in the area and eliminated having to transfer the product from rail to ocean containers.

### Saving time and money

Loading product directly onto ocean containers allowed our customer to solve a number of critical challenges. First, they didn't have an individual dedicated to the coordination of logistics in their northern Alberta facility (only their Vancouver office). Allowing Livingston to coordinate the ground and ocean transport permitted them to avoid the common miscommunications that occur when using multiple providers.

The other challenge was related to time in transit and warehousing. Because the company was often relying on intermittent rail transport between their facility and Edmonton, it would often have to warehouse product overflow in Edmonton before the product could be loaded onto westbound trains.



Our approach eliminated the need for overflow, reducing their warehousing costs. It also reduced the complexity of the logistics, as the product didn't have to be transferred as many times, which meant fewer chances of something going wrong, fewer chances of delays and ultimately less time in transit.

“Because we had such a long history with this company and understood their business, we were able to go above and beyond and come up with creative solutions for them. That’s what sets Livingston apart.”

– **Sara Guay**, International Freight Forwarding Coordinator, Livingston International

### The personal touch

Livingston is one of few freight and transportation service providers that offers dedicated personnel for each of its accounts. We believe our trade experts are critical to earning our customers' trust and demonstrating to them on a consistent basis that our proposals and ideas are rooted in what's in their best interest. That's the Livingston advantage.

### Contact Livingston

Looking for ways to simplify managing your supply chain, or need help moving your next shipment? We're here to help.

Email us at: [simplify@livingstonintl.com](mailto:simplify@livingstonintl.com)

or give us a call at 1-800-837-1063