



# Simpósio da Cadeia do Frio GCCA Brasil & ABIAF

10 DE OUTUBRO DE 2019 | SÃO PAULO, BRASIL



**GLOBAL COLD CHAIN**  
ALLIANCE® **BRASIL**



ASSOCIAÇÃO BRASILEIRA DA INDÚSTRIA  
DE ARMAZENAGEM FRIGORÍFICA



COLD CHAIN EXPERTS



COLD STORAGE WAREHOUSING | FULFILLMENT | TRANSPORTATION | VALUE ADDED SERVICES

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# SERVICES

COLD CHAIN EXPERTS

## ► TRANSPORTATION

### FREIGHT CONSOLIDATION

**Pickup Services** - Available in the Northeast

**Frozen LTL to 48 states**

**Refrigerated LTL to 48 states**

**Cross Docking**

**Walmart Frozen Pool Program #464**

**Walmart Refrigerated Pool Program #1087**

**Accelefrate™ MVC**

**Accelefrate™ MTS**

### FREIGHT BROKE

**Truckload**

Dry and temperature-controlled

**LTL**

National Coverage

**Intermodal**

**Drayage**

**Expedite**

**Flatbed**

## ► COLD STORAGE WAREHOUSING

**Multi-Temperature Storage**

**Cross Dock**

**USDA Reinspection Services**

**Food Grade Facilities**

**BRC Certified**

**EDI Capabilities**

**RF Inventory Control**

**Online Inventory Control**

**Anello - Business Intelligence**

## ► VALUE ADDED SERVICES

### COLD CHAIN FULFILLMENT

**Direct-to-Consumer E-commerce**

**Kitting and Assembly**

**Customized Packaging**

**Pick and Pack**

# Channels Served

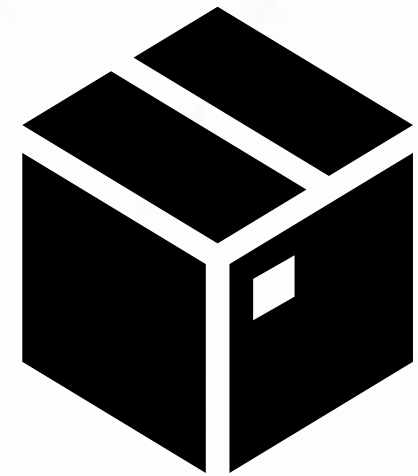
Foodservice



Retail



Direct-to-Consumer





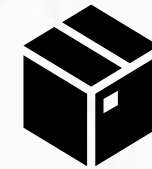
# Brands Served



Foodservice



Retail



Direct-to-Consumer



goldbely

1-800-flowers.com

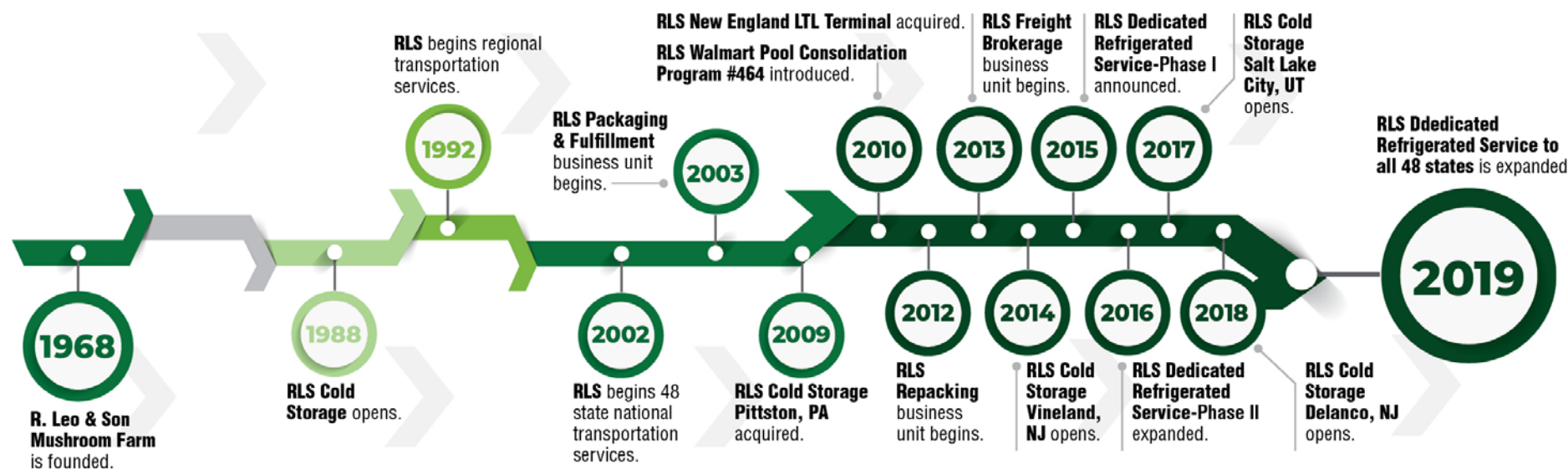


# HISTORY



## A LONG AND PROUD HERITAGE

Founded in 1968, RLS Logistics is a family-owned, third-party logistics provider (3PL) specializing within the cold chain. The company is a nationally recognized frozen and refrigerated temperature controlled logistics provider offering LTL and TL transportation, cold storage warehousing and e-commerce fulfillment services. Our flexibility and custom-tailored solutions allow us to be a valued partner to our customers. Whether it is a fully integrated or a stand alone solution, our professional and dedicated team is ready to meet your needs today.



## VALUED PEOPLE.

# 1

### A TEAM READY TO MEET YOUR NEEDS

Throughout our entire organization, you will find the most professional, dedicated and knowledgeable staff here to serve you.

## FOOD SAFETY.

# 2

### TRUSTED FOR OVER 50 YEARS

We are committed to food safety. All of our multi-temperature facilities are BRC certified.

# CORE VALUES

## QUALITY SERVICES.

# 3

### CUSTOM-TAILORED SOLUTIONS

We have a vast menu of quality services - integrated or standalone solutions to fit your needs.

## OUR WAY OF OPERATING.

# 4

### A VALUED BUSINESS PARTNER

Flexibility and simplicity is our way of operating - an easy way of doing business both on and off the road.



COLD CHAIN EXPERTS



COLD CHAIN EXPERTS





# Key Differentiators

1. Nationwide Transportation Management
2. Direct-to-consumer Fulfillment
3. Repack Services
4. Information/Business Intelligence



# Nationwide Transportation Management



# TRANSPORTATION

## LTL FREIGHT CONSOLIDATION

We provide flexible and customizable solutions that allow us to be a valued partner to our customers. We offer one of the most comprehensive and robust transportation programs in the industry. With a 48-state frozen consolidation program from the Northeast, and additional dedicated refrigerated lanes, we are able to safely deliver your products on time and at the correct temperature.



### ► LTL Services

**Pickup Services for the Northeast**

**Refrigerated LTL to all 48 states**

**Frozen LTL to all 48 states**

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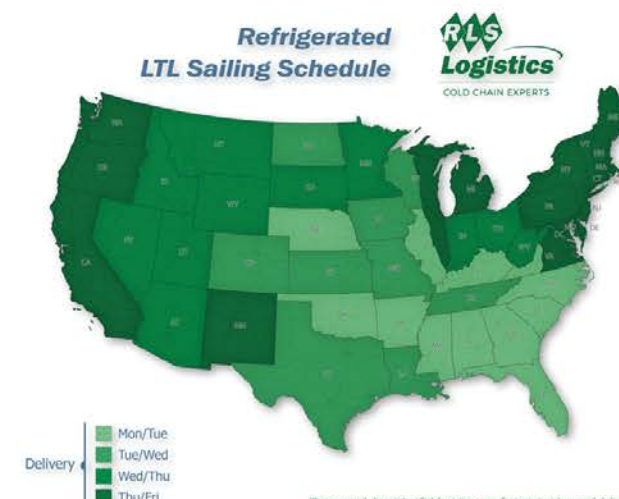
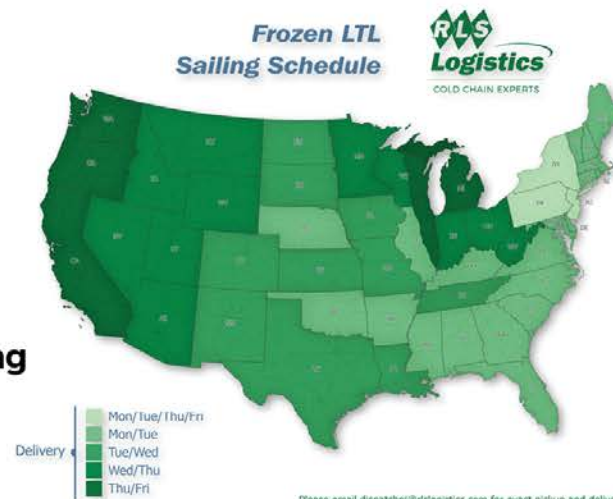
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**Cross Docking**

**Cold Storage Warehousing**

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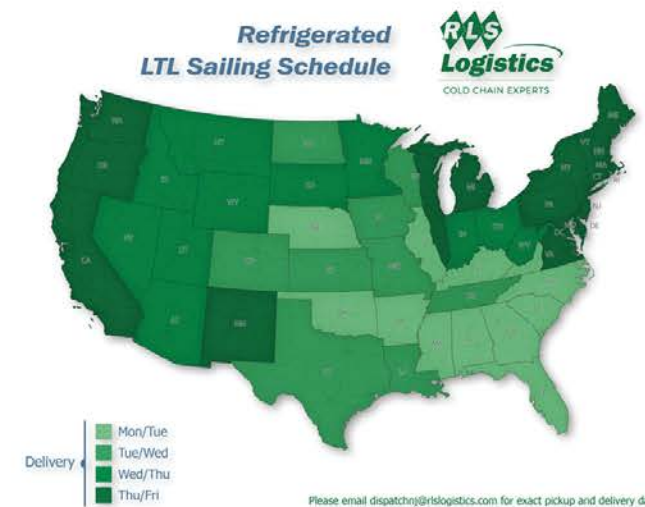
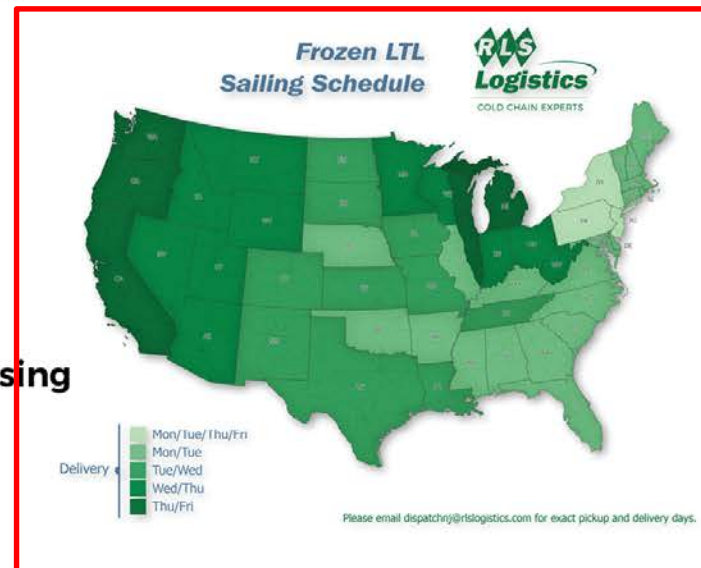
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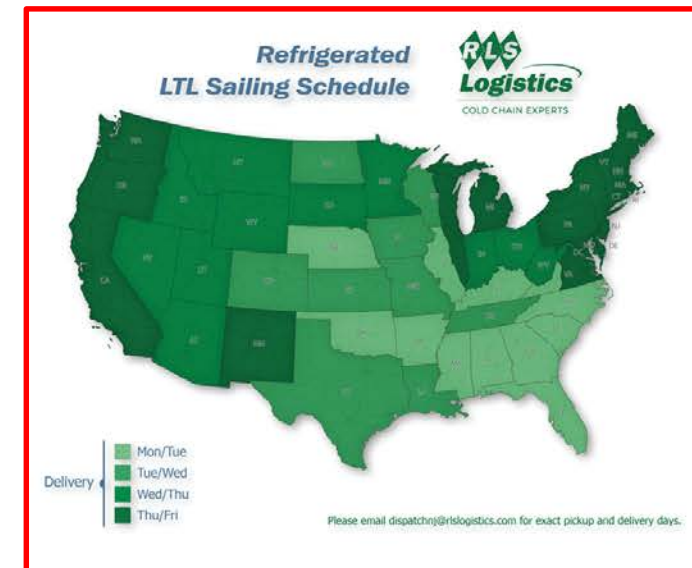
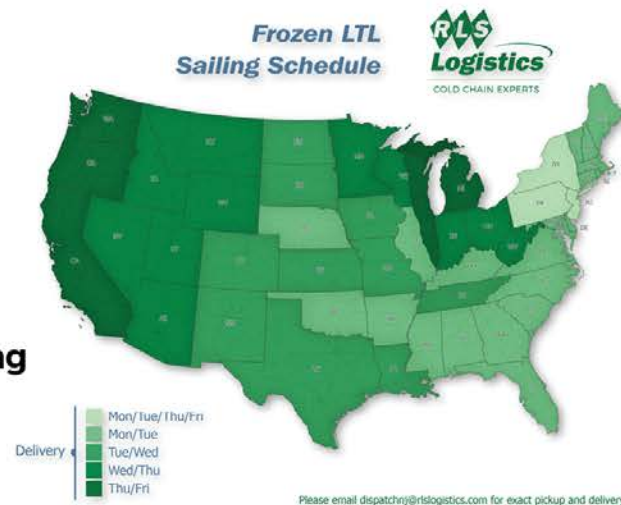
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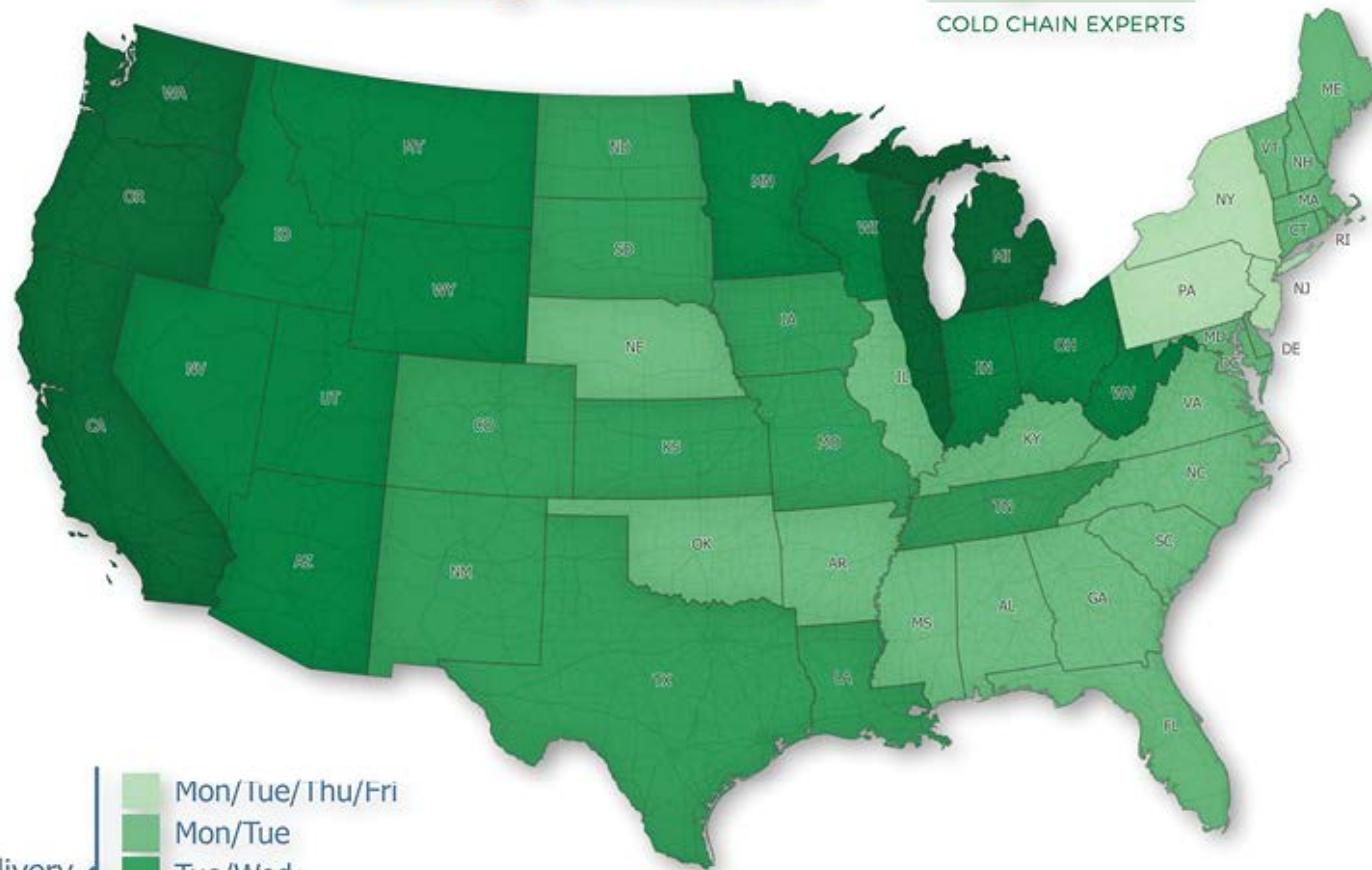






0F, -18C

### Frozen LTL Sailing Schedule



- Delivery
- Mon/Tue/Thu/Fri
  - Mon/Tue
  - Tue/Wed
  - Wed/Thu
  - Thu/Fri

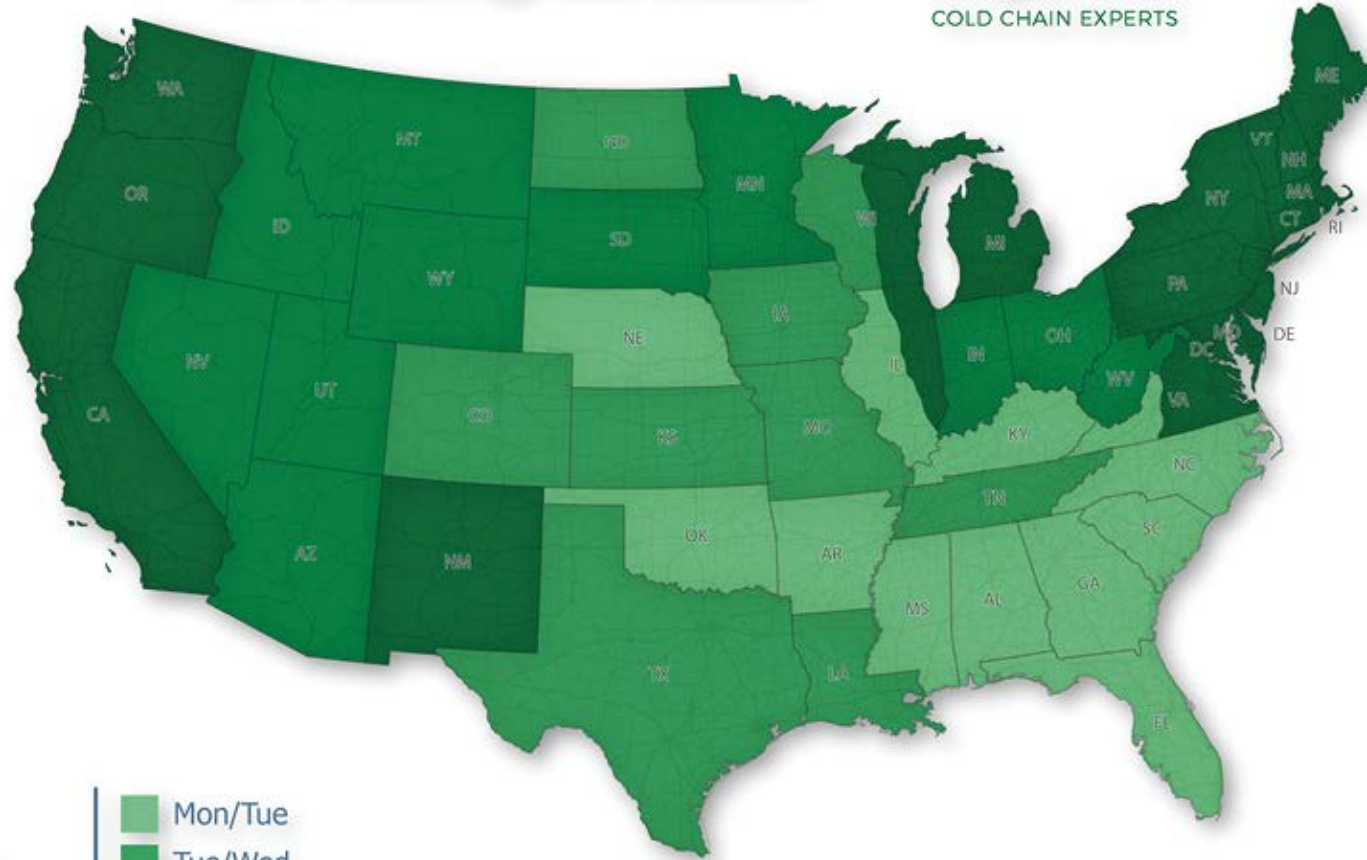
Please email [dispatchnj@rlslogistics.com](mailto:dispatchnj@rlslogistics.com) for exact pickup and delivery days.





36F, 2C

**Refrigerated  
LTL Sailing Schedule**



- Delivery
- Mon/Tue
  - Tue/Wed
  - Wed/Thu
  - Thu/Fri

Please email [dispatchnj@rlslogistics.com](mailto:dispatchnj@rlslogistics.com) for exact pickup and delivery days.



# TRANSPORTATION

## WALMART PROGRAM

The RLS Logistics' Walmart Pool Program provides day-specific deliveries to all temperature controlled Walmart DC's on a weekly sailing schedule on both frozen and refrigerated trucks. We offer customized solutions for our partners' needs. We have the ability to pick up pre-tagged orders direct from our customers' facilities. We also offer a fully-integrated cold storage inventory solution.



### ► Walmart Pool Benefits

- Reduced Transportation Cost
- Increased Accuracy
- Decreased Lead Times
- Improve OTIF Compliance

Walmart Frozen Pool #464  
Walmart Refrigerated Pool #1087



**Walmart Frozen Pool #464**  
**Walmart Refrigerated Pool #1087**





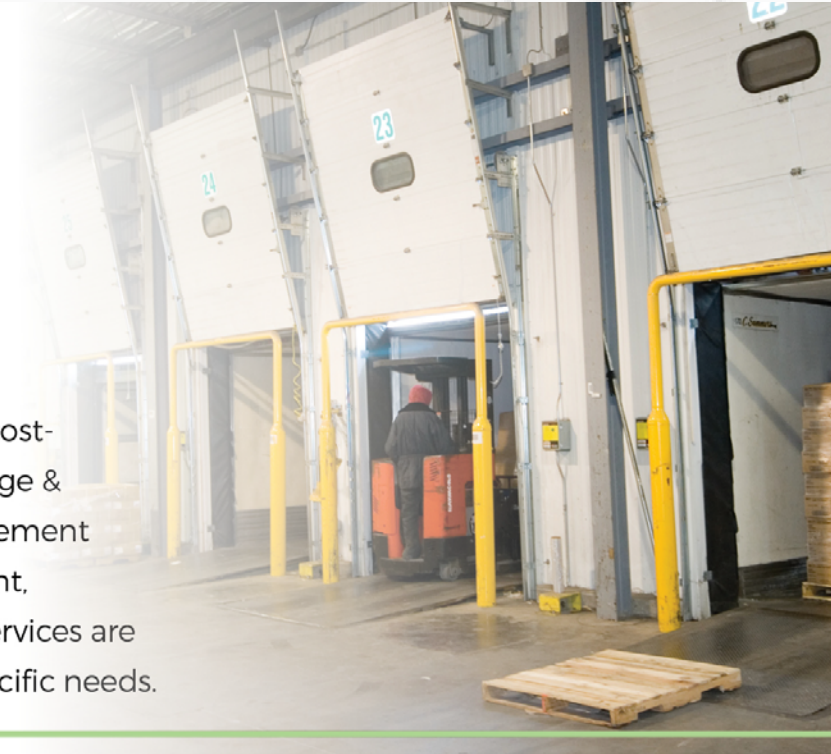
# eCommerce Fulfillment



# COLD STORAGE

## WAREHOUSING

Our modern, safe, and secure, our facilities are highly energy-efficient and cost-effective for product handling. All of our facilities are GFSI certified for Storage & Distribution by the British Retail Consortium (BRC). Our Warehouse Management System provides real-time inventory control, just-in-time order management, productivity tracking and customized reporting. Dedicated warehousing services are available to customers looking for a customized facility tailored to their specific needs.



### ► Cold Storage Services

- Multi-Temperature Storage
- Cross Dock
- USDA Reinspection Services
- Food Grade Facilities
- BRC Certified
- EDI Capabilities
- RF Inventory Control
- Online Inventory Control
- Anello - Business Intelligence

#### Cold Storage Facilities:



# FULFILLMENT

## COLD CHAIN SERVICES

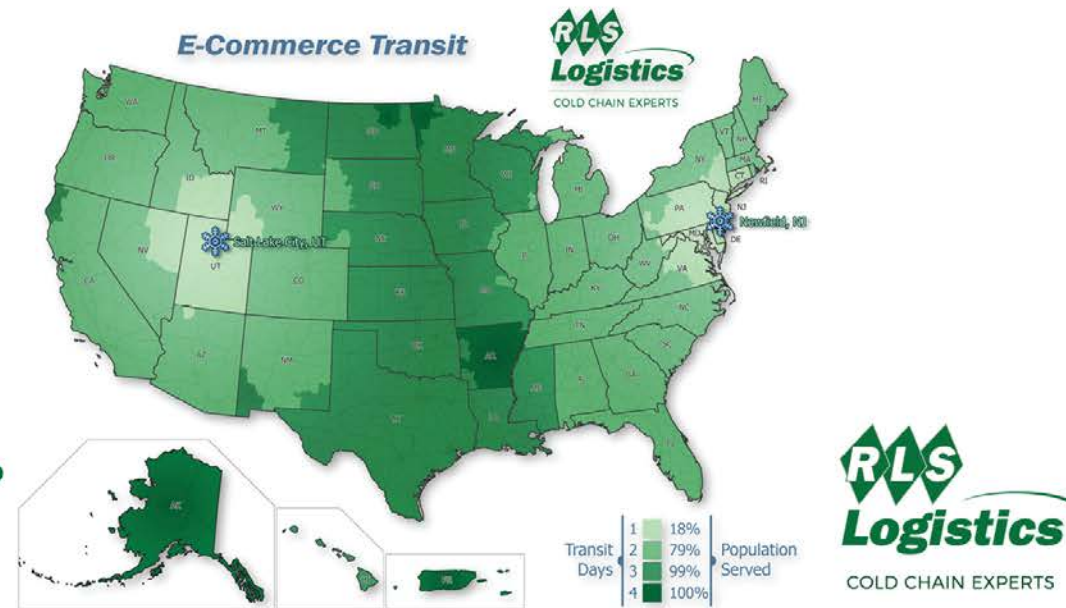
Temperature controlled direct-to-consumer fulfillment can be a challenge. RLS Logistics is able to manage the pick pack of both frozen and refrigerated commodity. RLS fulfills direct-to-consumer orders from two strategic locations. Our Newfield, NJ facility covers the entire east coast with 2-day ground service; and our Salt Lake City, UT facility covers the entire west coast with 2-day ground service. Collectively, we are able to service 88% of the population with 2-day ground shipping and 99% with 3-day ground.



### ► Fulfillment Solutions

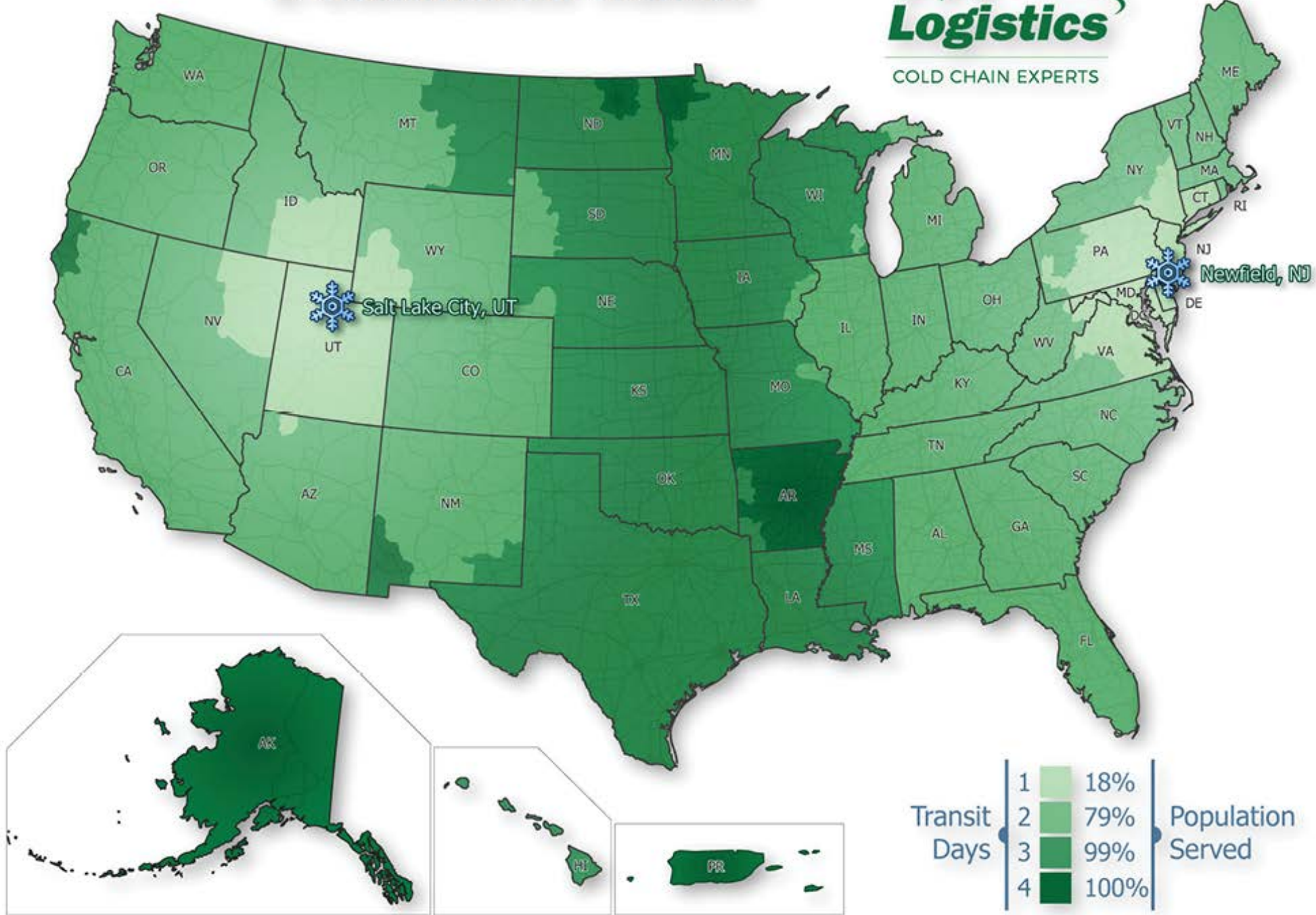
- Direct to Consumer Ecommerce
- Kitting and Assembly
- Customized Packaging
- Pick and Pack
- Customized Inventory Control

**With our two fulfillment centers, we are able to reach 2-day delivery for 80% of the population and 3-day delivery to 99% of the population.**



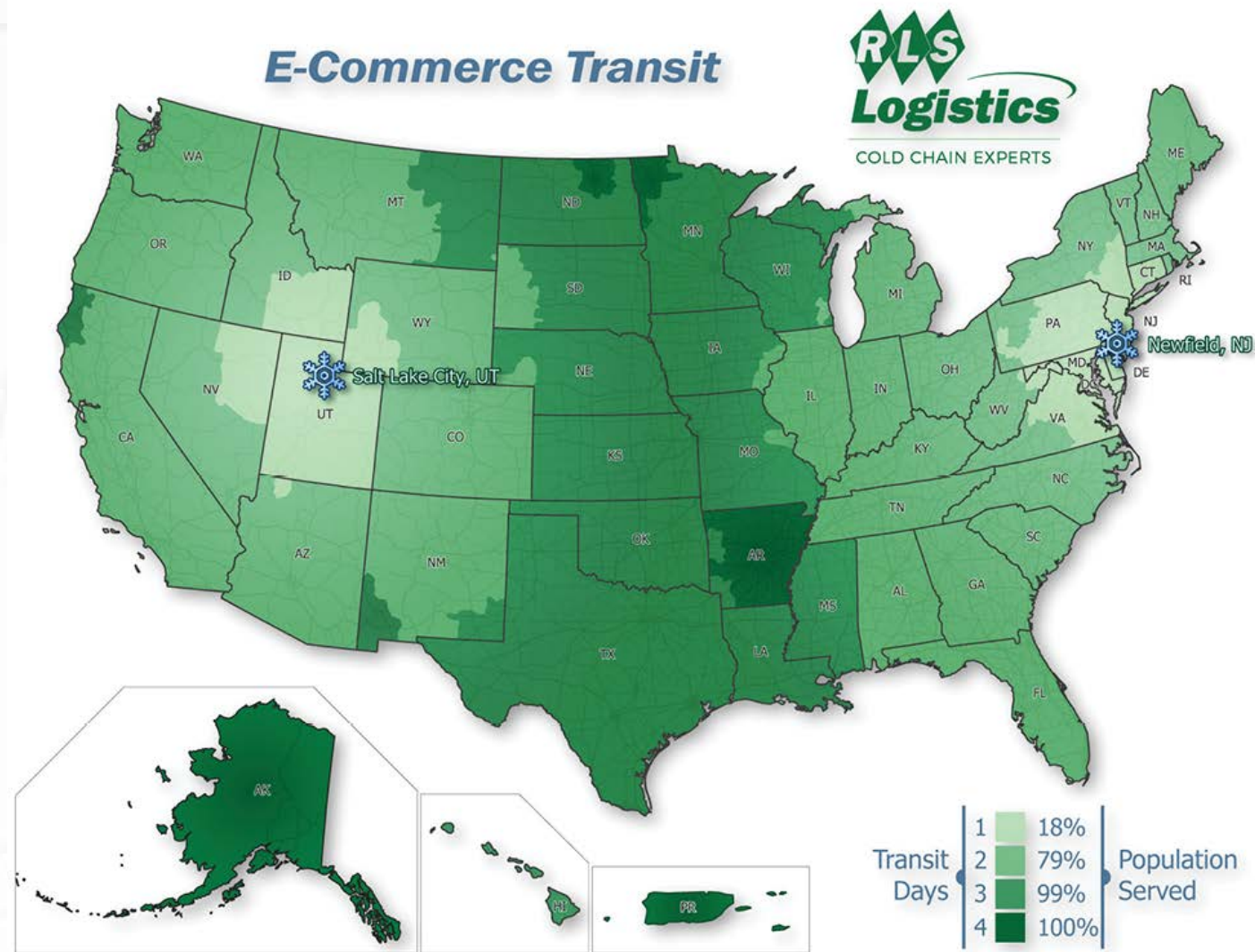


# E-Commerce Transit

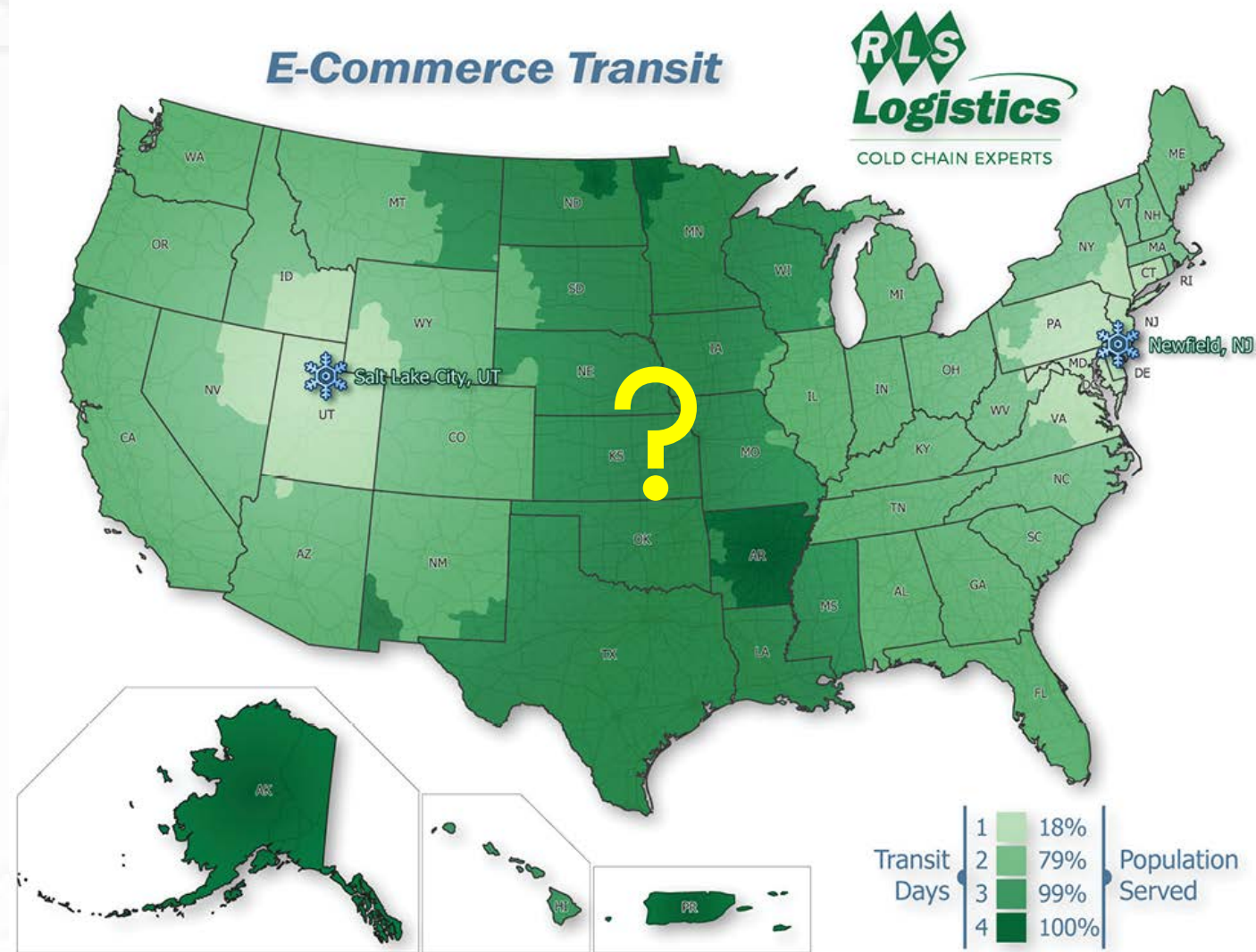




**With our two fulfillment centers, we are able to reach 2-day delivery for 80% of the population and 3-day delivery to 99% of the population.**



Looking to infill center of the country in 2020





Consumer  
buying patterns



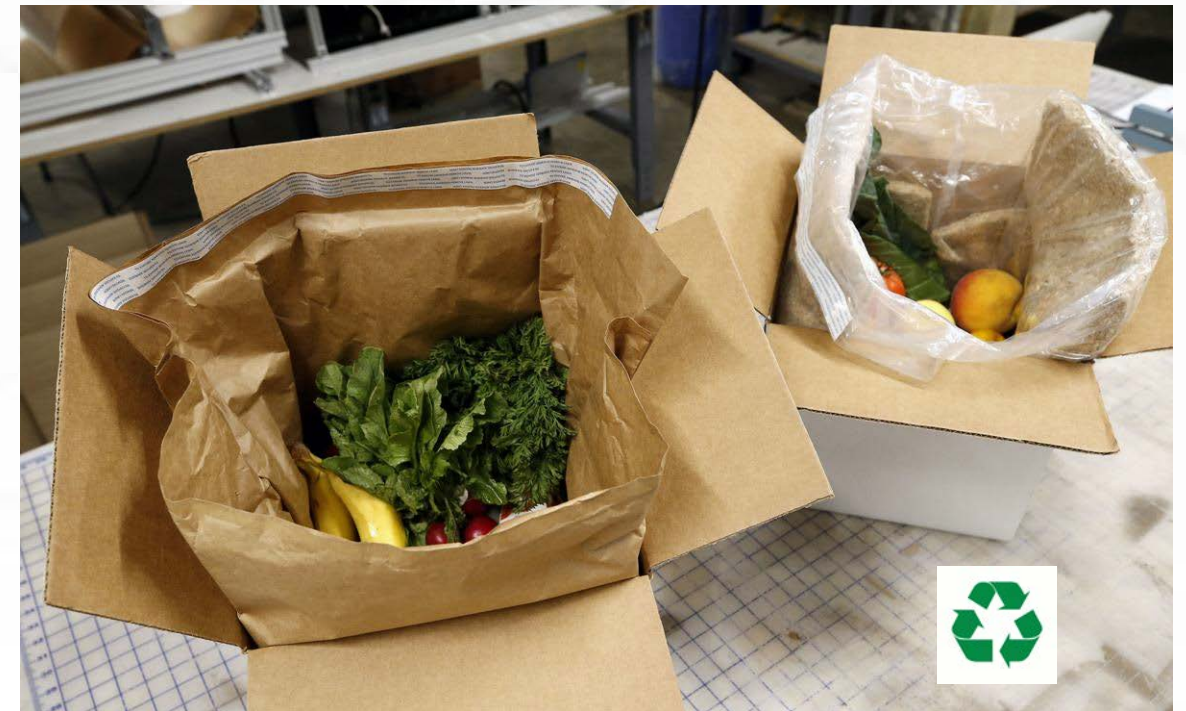
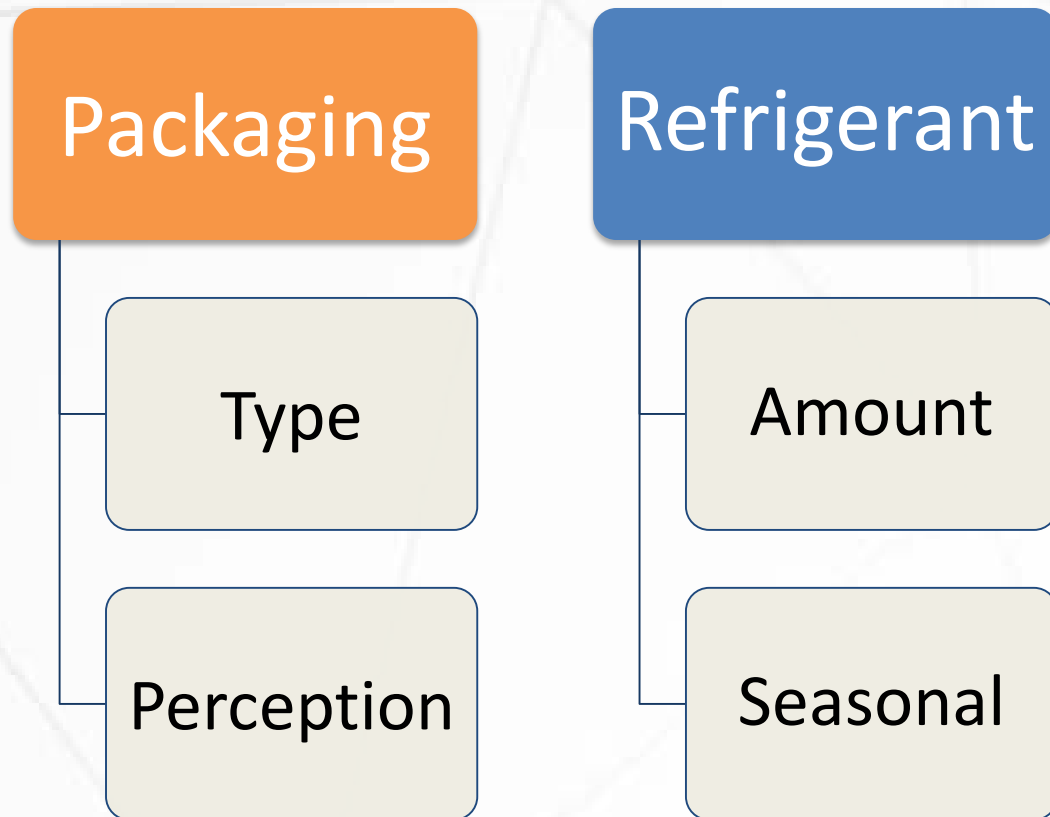
70% online\*

*\*according to a 2018 FMI/Nielsen study*





# Key Considerations





# Packaging

Sustainable 

Traditional



## Refrigerant

Dry Ice

Gel-  
packs



## DtC vs traditional distribution channels

- Many different parties involved





## DTC vs traditional distribution channels

- Marketplaces



## DTC vs traditional distribution channels

- Web Stores



## DTC vs traditional distribution channels

- Parcel Carriers





Technology and integration are critical.



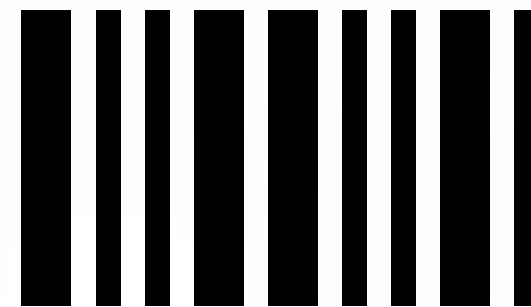
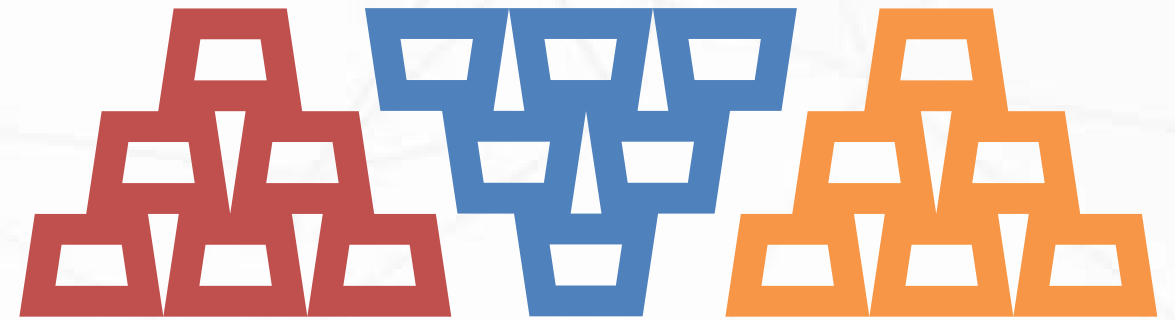
DTC vs traditional

- 48 vs 6
- Mon-Wed



DTC vs traditional

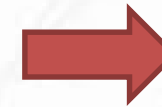
- Pieces
- Traceability





## DTC vs traditional

- Labor
- 3x



# Repack Services







# Information/ Business Intelligence



# ANELLO

## INFORMATION TECHNOLOGY

Anello is our powerful business intelligence software. Because we realize that great service isn't enough, we created a single source portal that connects our customers with data about every aspect of their transportation and warehousing activities.



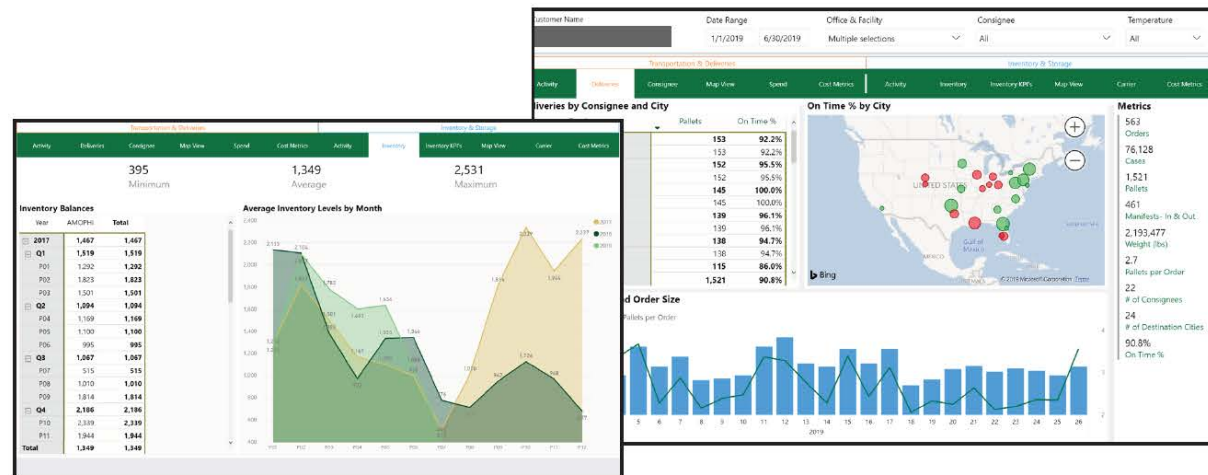
### ► Business Intelligence

Adaptable Dashboard

Inventory Data

Shipment & Delivery Statistics

Analytics



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# Background

- Why Power BI?
- Vs Tableau, Zoho Analytics, Domo, Independents (ISV)
  - Functionality- same or better
  - Cost- competitive
  - Ecosystem- Office 365
  - Scalability- internal reporting, mobile ready, integration capabilities





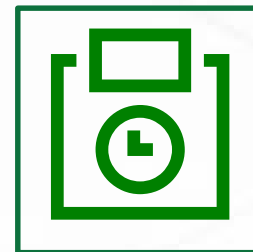
# Goals



## Analytics

Turning data into information

- Customer Profitability
- Occupancy
- Employee productivity
- Better understanding of data (insights)
- Actionable



## Time

Previous reports scattered, Excel

Out of date quickly

Manual collection, using many people



## Accuracy

Errors

Different KPI's being reported depending on person/data source

“Single source of truth”

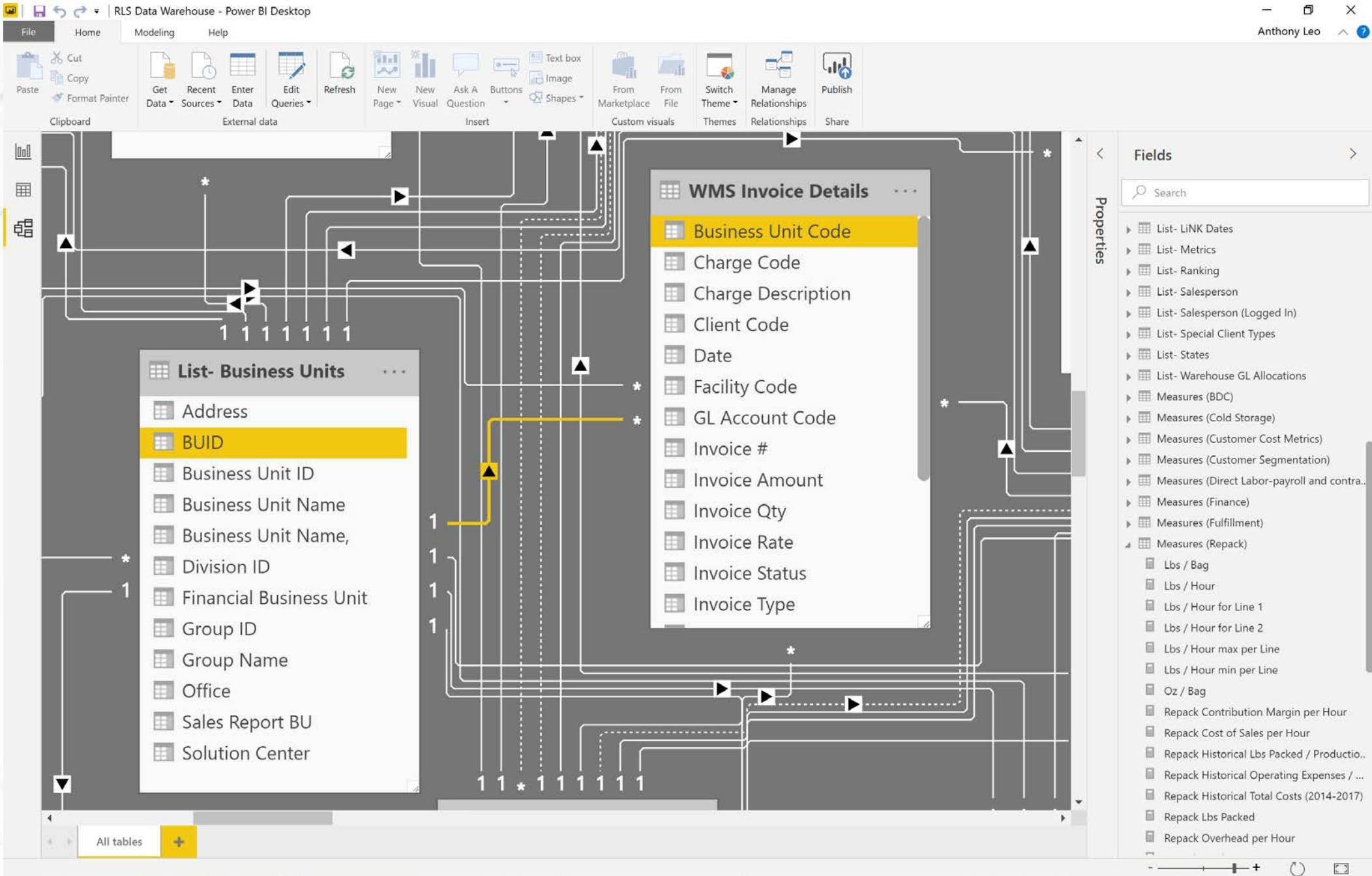
# Design

The screenshot displays the Power BI Desktop interface for a data warehouse project. The main workspace shows a complex data model diagram with numerous tables and their relationships. The 'Fields' pane on the right lists various data elements, including lists, measures, and specific metrics. The interface includes a ribbon with tabs for File, Home, Modeling, and Help, and a status bar at the bottom showing 'All tables'.

**Fields**

- List- LiNK Dates
- List- Metrics
- List- Ranking
- List- Salesperson
- List- Salesperson (Logged In)
- List- Special Client Types
- List- States
- List- Warehouse GL Allocations
- Measures (BDC)
- Measures (Cold Storage)
- Measures (Customer Cost Metrics)
- Measures (Customer Segmentation)
- Measures (Direct Labor-payroll and contra..
- Measures (Finance)
- Measures (Fulfillment)
- Measures (Repack)
  - Lbs / Bag
  - Lbs / Hour
  - Lbs / Hour for Line 1
  - Lbs / Hour for Line 2
  - Lbs / Hour max per Line
  - Lbs / Hour min per Line
  - Oz / Bag
  - Repack Contribution Margin per Hour
  - Repack Cost of Sales per Hour
  - Repack Historical Lbs Packed / Productio..
  - Repack Historical Operating Expenses / ...
  - Repack Historical Total Costs (2014-2017)
  - Repack Lbs Packed
  - Repack Overhead per Hour

# Build



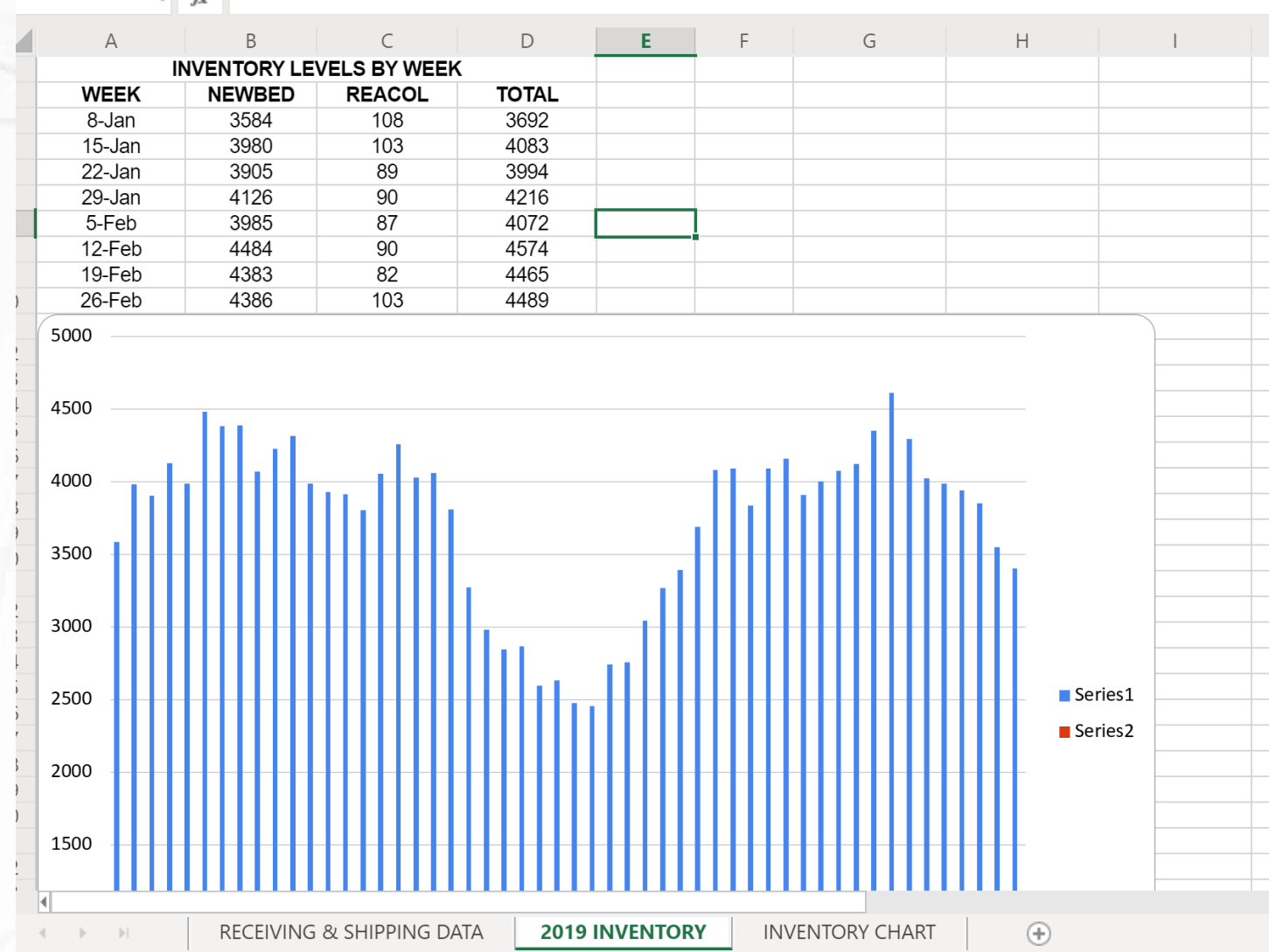


# Results

1. Time to prepare cut down by days
2. Real time- info is available whenever we need it
3. Old way- as soon as the report was created, it was out of date

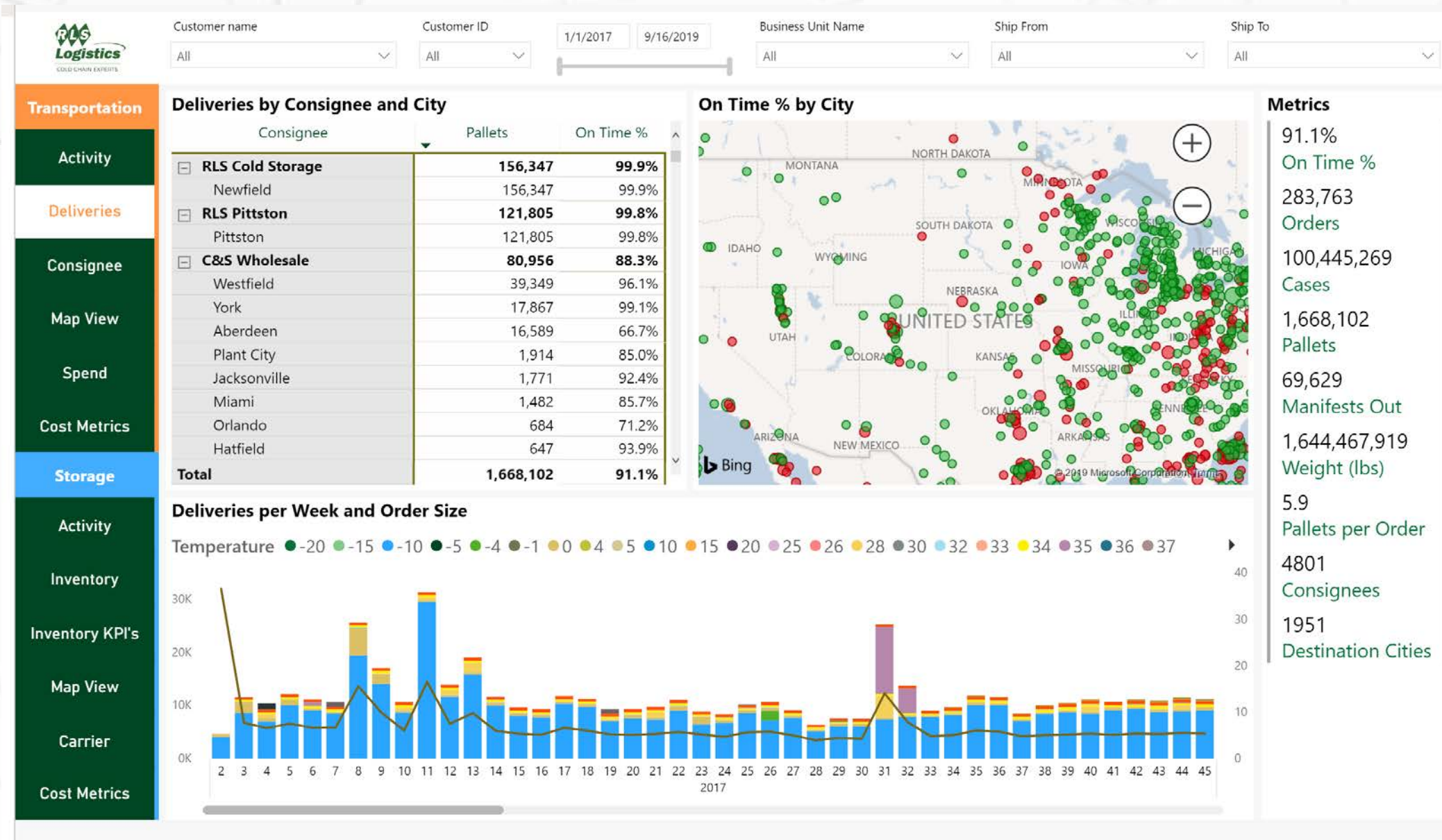
# Before

Basic spreadsheet



# After

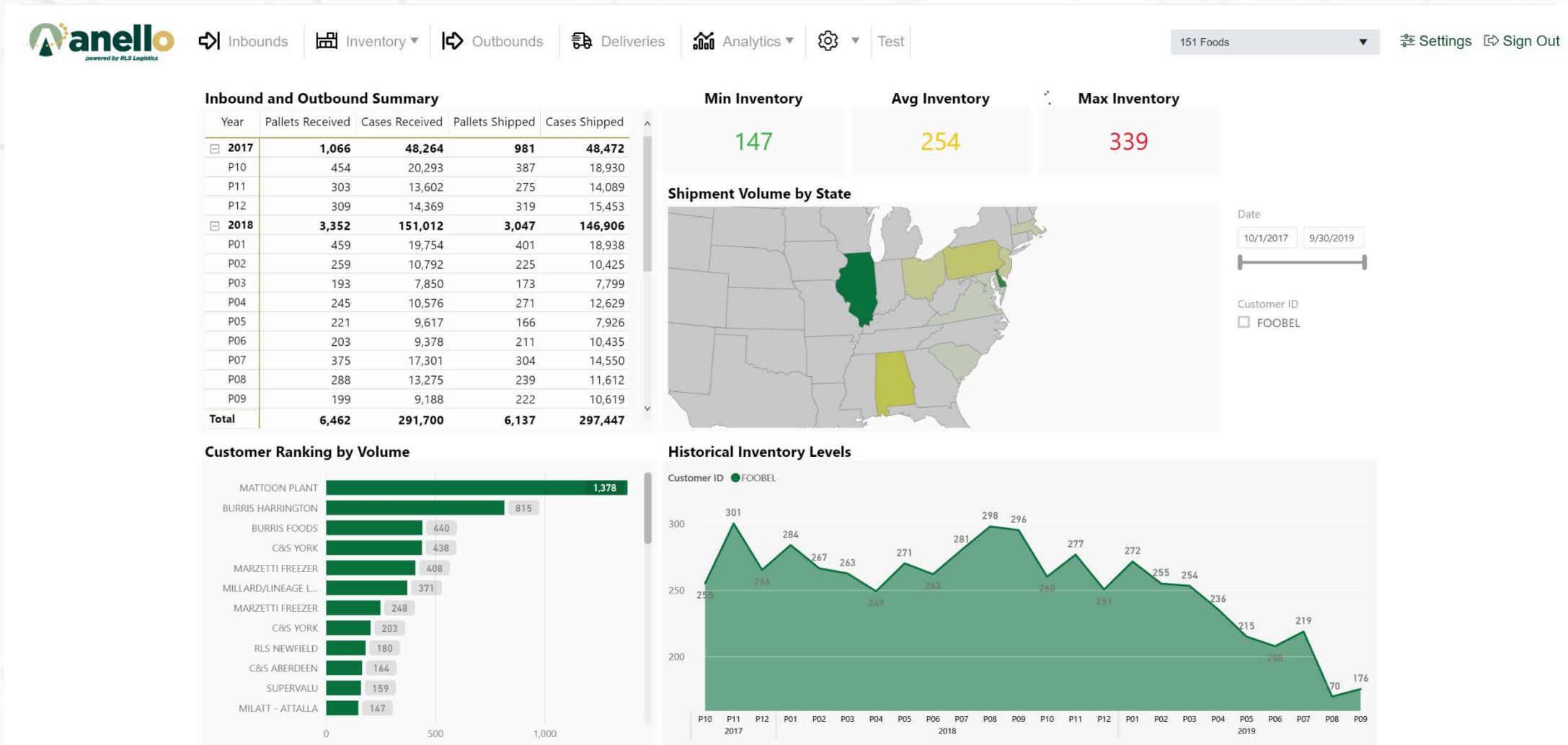
Interactive BI/Analytics, always updated





# After

## Customized Customer Portal



Feedback

# Ongoing Challenges

- Constant changes
- Stability- took time to figure out

# Next Steps/Future



Machine learning



AI



Anomalies/Outliers



Predictive Analytics

WE LOOK  
FORWARD  
TO SERVING  
YOU.



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[www.rlslogistics.com](http://www.rlslogistics.com)

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