



PLM Fleet® Case Study:

## Meet Temporary Refrigerated Storage Needs in the Peak Season

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### Challenge:

Our customer, a prominent grocer in the Southeast, required extra storage equipment for their peak season, but they encountered difficulties when several of their regular vendors were unable to provide the units. The Logistics Coordinator at the grocery store was tasked with finding a single company that could supply trailers to multiple locations in different markets. In addition to competitive rental prices, she placed significant importance on reliability, consistent communication, versatile trailer options, and efficient service and maintenance. Because they were facing these additional storage requirements during their all-important Thanksgiving and Christmas season, it was critical to find a reliable partner with locations in all their key markets.

### Client Background:

This is a prominent supermarket chain mostly on the east coast. Known for its commitment to providing high-quality fresh products, it sells premium groceries within a personalized shopping experience. With a focus on offering a wide selection of gourmet foods, fresh produce, baked goods, cut flowers, custom-cut meats, and specialty items, it has earned a reputation for excellence. As a testament to their customer service, the grocery chain was recognized for the second year in a row as the **“Best Supermarket in America” for 2022 in USA Today’s 10 Best Readers’ Choice Awards.**

### Peak Season Needs:

Based on a referral, the Logistics Coordinator reached out to PLM Fleet. She inquired about the availability of 48’ or 53’ multi-temp units with liftgates for two stores, both in Virginia Beach. Based on prior challenges working with multiple locations of a single company, she was relieved that she could discuss all her rental needs, regardless of region, with a single PLM point of contact.

Upon receiving her request, PLM's inside sales representative, Dan Simms, promptly responded to her with details on services and available equipment. With a national fleet of 14,000 refrigerated trailers, the requested equipment was available within nearly all her markets.

In one location, their preferred specifications of a liftgate were not available. Dan recommended an alternative unit with a ramp. The store manager confirmed this substitute would be a solution for the location.

PLM Fleet's rental equipment is available in lengths of 28', 36', 48' and 53', with single, multi or tri- temps. Other options include versatile liftgates, and units that run entirely on electric. Every rental comes with PLM Fleet's On-Site Mobile Emergency Break-Down and Preventative Maintenance programs, which include 24/7 Emergency Breakdown Service. Lastly, PLM offers pick up or drop off service of the trailer. And if the trailer needs maintenance, PLM's mobile service conveniently comes to the customer's location.

### **Results:**

Following the successful first rental of a 53' liftgate to the first store, the Logistics Coordinator provided PLM with their rental requirements for eight additional stores, mostly from their Baltimore branch. PLM Fleet was able to promptly deliver trailers to these locations. It was the quick turnaround, engaged customer service, and ability to provide options for the network of stores that made her decide to send PLM her full list of locations with refrigerated trailer needs. PLM was able to support all 9 of these stores.

The Logistics Coordinator commended PLM for the quick response time, and especially the urgent requests outside regular business hours. She also appreciated the additional solutions PLM offered when her preferred trailer specifications were unavailable.

"PLM is unparalleled in service among other trailer leasing companies," she commented. "They were able to fulfill our pre-arranged rentals, as well as assist with last-minute urgent requests. We had an emergency with a tough requirement, PLM found a unit, and provided same-day delivery! They came through where others could not. Having a single contact, Daniel, gives us confidence in the units rented and the trust that PLM will come through. The season was easier with Daniel as our champion during a tough time of the year. 100% satisfied. We look forward to many years of business together!"

### **Key Takeaways:**

Understanding and addressing the scope and timeline of the need, and providing suitable alternative solutions, were crucial to this grocery chain. In this industry, the logistics department is often urgently pressed to fill a storage demand, and they found in PLM a partner with the experience, flexibility and dedication to meet their customer needs.

Dan Simms noted, "PLM Fleet has the largest supply of refrigerated equipment in the country. For requests like this grocer, we are uniquely positioned to support numerous locations with specific requirements. By working with our Application & Design team, we can move quickly to locate their requested equipment within their deadlines.

We know peak season is the most stressful time of year for retail grocery stores. PLM has over 50 years of experience in this industry, and the Logistics Coordinator knew her company's needs were a priority to PLM."

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PLM Fleet® is the nation's largest technology-driven company dedicated exclusively to the cold supply chain. With innovative fleet management and cloud-based data solutions, PLM is uniquely positioned to focus on creating flexible and customer-specific refrigerated solutions to reduce costs and drive productivity in their customer's business.

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