

## CASE STUDY

# Watco's Multimodal Approach Helps Customer Grow

“Rail can be daunting to customers if they don't have the in-house experience and expertise to navigate it. That's one of the most rewarding aspects of providing this level of service to a customer like this. We become trusted advisors and really get to know their business, which ultimately empowers growth.”

**Barth West**

Vice President of Logistics

**Contact us:**

[raillogistics@watco.com](mailto:raillogistics@watco.com)

When trucking became too expensive to move freight long distance, a manufacturer looked to Watco for an alternate transportation solution.

### Challenge

For years, a Wisconsin-based animal feed manufacturer exclusively moved their product over the road. While they found trucking to be an affordable way to distribute product to locations nearby, they recently discovered this transportation mode to be cost-prohibitive for long distances. A third-party logistics partner was necessary for the manufacturer to enter new markets as far away as Washington, California, and Texas. The right partner would serve as their advocate and identify a new sustainable and cost-effective transportation solution.

### Solution

The manufacturer found a partner in Watco Logistics. Watco's team of experts engineered a custom transportation solution that gets the customer's product to their new markets on time and within budget.

The plan established a sequence of movements that starts with the customer transloading their product from truck to rail at Watco's Oshkosh Transload Terminal. Freight is then moved by the Wisconsin & Southern Railroad to one of many interchange points, where railcars are transferred to Class I partners. Supported by Watco's technology tool, freight is tracked and proactively monitored at every stage of the shipping process.

Choosing rail as the primary mode of transportation has its perks — it's more fuel-efficient compared to trucking and reduces the carbon footprint. But implementing this new solution brought challenges.

The Watco team leveraged their industry knowledge and network to:

- Locate the necessary tank cars during a nationwide shortage
- Provide guidance on customary lease obligations
- Avoid unnecessary demurrage fees for the customer by metering tank car flow
- Train the customer on how to safely transload product from truck to rail

### Results

Thanks in part to Watco's affordable transportation solution, the customer succeeded in entering these markets and gaining new customers.