Leading Dog Food Company Easily Supports Growth with Flexible Last-Mile Deliveries

Learn how an innovative new healthy dog food company easily handles growth without compromising reliable, on-time deliveries.

About the Dog Food Company

The new dog food company was founded by two dog lovers fed up with highly processed, burnt brown balls being marketed as "natural" and "healthy," — so they decided to reimagine pet food from the ground up. Its mission is to provide fresh, balanced dog food for a happy, healthy life. To also renew & re-energize dogs with real food, the pet food company provides dog food with natural ingredients and no preservatives.

"With an increased demand for our healthy dog food, we needed to increase delivery capacity as quickly as possible without disruption," said Logistics Manager, Leading dog food company.

KEY RESULTS

20%	Monthly delivery growth
99%	Consistent OTD
20+%	West Coast orders delivered by AxelHire

> **AxleHire was able to help us out with last-minute coverage in our largest markets...that's the kind of continuous, flexible service we need from a shipping partner.**
>
> **— Logistics Manager**

info@axlehire.com   **855-249-SHIP**   **Book a Meeting with a Last-Mile Expert**

The Challenge

The dog food company hit peak capacity in 2020. They found their current regional and national carriers could not quickly accommodate their increasing demand, causing them to go outside their carrier network to find a shipper who could. They also needed a shipping partner who could provide consistent, reliable service while maintaining competitive prices regardless of their quick growth.

"Competitive pricing along with good customer service were the two requirements we have for a shipping partner," explained the Logistics Manager. **"So we asked ourselves, hey, how do we ship faster and on time at a competitive cost? Not easy when you are continually hitting peak capacity."**

The Solution

The new healthy dog food company looked to AxleHire to provide the on-time delivery at a competitive price with the flexibility and responsiveness that most shippers couldn't offer. Axlehire's ability to do the following was key to our decision to sign with AxleHire:

- Absorb unpredictable, last-minute volume with no volume caps
- Accept late injection times (up to midnight) and
- Adjust orders in real-time

"AxleHire's ability to consistently provide on-time delivery, a better delivery experience with real-time SMS text updates, and great flexibility are all winners for the company and its customers," said Logistics Manager.

The Results

The dog food company continues growing, which means they're increasing peak capacity again and again. With AxelHire's ability to turn-on-a-dime and absorb capacity surges quickly, they're able to adjust to any new shipping demands. **"Yep. We're thrilled that we've picked Axle-Hire,"** said the Logistics Manager

"During Covid-19, when we were hitting peak capacity yet again, you guys [AxleHire] performed better than the nationals. FedEx and UPS were struggling everywhere," Logistics Manager. **"But during that time, even with volume upticks, AxleHire maintained their 99% OTD service."**

The dog food company feels they have great alignment with what AxleHire provides and what they need in a regional shipper. The ability for the company to provide consistent, reliable deliveries that also offer their customer a positive delivery experience makes them confident AxleHire is a trusted shipping partner. **"For us as a shipper, seeing AxleHire's dashboard to track shipments helps us immeasurably when we need to know what's happening with a shipment,"** said Logistics Manager. **"We're sure that's the case for our customers as well."**

Ready to provide your e-commerce customers with a more flexible and customer-friendly shipping experience with AxleHire?

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