



# CUSTOMER CASE STUDY



## HEADQUARTERS:

Conifer, CO

## MANUFACTURING LOCATION:

Tokyo, Japan

## MAJOR DISTRIBUTION CENTER:

Calhoun, GA

## ABOUT TAJIMA:

Global market share leader in high design luxury tile, plank, sheet, and loose lay flooring products. [www.tajimaflooring.com](http://www.tajimaflooring.com)

## OUR SOLUTIONS:

Transportation procurement & management, supply chain consulting, process efficiency improvement, transportation management system (TMS)

## Thoughts from our customer...

“I want to advise how wonderful our experience has been with Trinity. From the very beginning, the level of service we have received has been outstanding and continues to be outstanding. Trinity has helped us to streamline freight quotes to our clients, lower the freight costs and simplify logistics. I cannot say enough about Trinity's level of commitment to excellent customer service and how very satisfied we are with the services that Trinity provides us. Trinity has helped our company and has also helped us improve our service to our clients.”

— CHAR LIBEL, CUSTOMER SERVICE MANAGER

“Tajima ships commercial grade flooring products and sometimes our customers have very unique delivery needs to schools, retail locations, construction sites, government installations, hospitals, churches and commercial flooring contractors around the country. The group at Trinity has always been available to provide the best and most importantly the most economic freight solutions for these situations. They also follow up with us to ensure we know our product has been delivered without any issues.”

— DENISE JOHNSON, CFO

## Challenge



Tajima's commercial flooring sales and national customer base were growing rapidly and putting increased pressure on logistics. Their freight quoting process was manual and time consuming. They lacked visibility into their freight spent and were unable to generate accurate shipping reports. Lastly, verifying shipment deliveries was labor intensive. In addition to their process inefficiencies, Tajima needed to be more competitive with their delivered sales pricing.

## Solution



Trinity performed a complementary freight analysis on Tajima's historical freight information and processes. The first step was negotiating direct LTL pricing on their behalf, resulting in a 15.7% savings! Afterward, using a collaborative service model, Trinity led Tajima through a seamless transportation management system (TMS) implementation and trained their customer service team on the web based tool.

## Results



The quarter following their implementation of Trinity's solutions, Tajima enjoyed their highest sales volume since their company began in 2008. The best part? It was handled without having to add on any additional logistics personnel. Tajima has doubled their sales revenue from the year before, and are seeing increased profits as a result of the partnership with Trinity.