



SOBEL NETWORK SHIPPING CO., INC.

# CASE STUDY





## About the Company

This company is a global supplier of hardware and components that support the telecommunication and power utility industries. Headquartered in New York, they currently maintain inventory in New Jersey, North Carolina, Florida, and California.



## Executive Summary

An outside plant hardware supplier for the telephone, cable, and power utility industries needed a reliable freight broker that could supply accurate and up-to-date information about their shipping processes. They import merchandise from overseas vendors, which required a shipping and logistics partner who could simplify and optimize their importing processes. Based on a previous relationship with CEO and President Brian Wills, this company reached out to Sobel Network Shipping Co., Inc. to develop a shipping strategy that would allow them to effectively and efficiently import their merchandise from overseas.

## Challenges and Objectives

This business operates globally, which requires an optimized international shipping solution. They needed a freight broker partner to help them import merchandise from overseas. Primarily, they needed a freight forwarding partner to ensure timely delivery for their clients. Additionally, they needed an expert in border clearances and customs brokerage to get their shipments across borders efficiently.

Based on their previous shipping strategies, they struggled to source an efficient shipping solution for their international business. With vendors overseas, it was essential that they find a simplified, cost-effective shipping method for getting their products where they needed to go. Without a dedicated importing partner, they risked delays in the shipment and delivery of the merchandise they needed.

## The Solution

This hardware supplier enlisted Sobel Network Shipping Co., Inc., an experienced 3PL with extensive connections, to improve the overseas shipping and importing processes, as well as facilitate the customs clearance process with a team of in-house customs agents.

## How Sobel Helped

Sobel Network Shipping Co., Inc. partnered with them to develop a comprehensive international importing strategy for their merchandise. Sobel took over all aspects of their importing process, shipping strategy for their cargo. They Sobel utilized their ocean and air freight shipping partners, ensuring that their materials arrived securely, on-time, and within their budget.

Based on Sobel's simplified shipping solution, they have drastically improved their shipping processes. Sobel's experience in importing and ocean freight handling has streamlined the distribution of their products and materials by focusing on optimizing the international shipping process, ensuring that their shipments arrive on time and within budget.

## Future Plans

With Sobel's customized shipping solutions and first-class customer service, this packaging and container company's cargo was shipped on-time and within their budget. Moving forward, Sobel will continue to be the primary shipping solution for their international freight forwarding needs.



**Develop A Comprehensive Strategy for Importing Merchandise**



**Improve Ocean and Air Freight Cargo Shipping Processes**



**Facilitate Customs Clearance Process**



**Improve International Shipping Processes for Products**

# SOBEL



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