

# CASE STUDY



## Vanessa Ostroff, FGF Brands

FGF Brands, a high-volume bakery in the greater Toronto area, specializes in producing and distributing quality fresh baked goods across Canada. As a leader in the food industry, their primary business involves manufacturing and effective delivery of their fresh products to meet the demands of a widespread customer base.

The journey of FGF Brands was marked by a significant logistical challenge. They needed to ship large volumes of fresh baked products from their storage site in Eastern Canada to various destinations across Manitoba, Saskatchewan, Alberta, and British Columbia. This task required not just handling the volume but also ensuring near-perfect delivery performance and seamless shipment visibility, in line with their commitment to technological advancement and customer focus.

The need for professional help became apparent when FGF Brands realized their existing logistics setup was inadequate for their expanding operations. The trigger was the growing demand for their fresh products across Canada, coupled with the need to maintain their reputation for timely and reliable deliveries.

Upon meeting with Trappers Transport, FGF Brands found the onboarding process to be smooth and professional. Trappers Transport demonstrated a remarkable ability to diagnose the situation, conducting a thorough analysis to identify critical and important areas for improvement. Their diagnostic process delved into the intricacies of FGF Brands' logistics requirements, enabling them to propose a customized solution that was not only responsive to the immediate challenges but also scalable to accommodate future growth.

"In the dynamic world of high-volume food production, Trappers Transport emerged as a well-prepared partner. Their commitment to innovation and reliability has allowed us to focus on what we do best — consistently deliver quality fresh baked products for our customers."

"Working with Trappers Transport is more than a partnership; it's a collaboration that aligns with our vision for a tech-driven logistics future. Their customized solutions have brought efficiency and visibility to our supply chain, setting a new standard in our industry."

Vanessa Ostroff,  
Logistics Manager  
at FGF Brands

The logo for FGF Brands, consisting of the letters "FGF" in a white, bold, sans-serif font, centered within a green square.

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Post-onboarding, the partnership with Trappers Transport led to a significant improvement in FGF Brands' logistics operations. The efficient handling of high-volume shipments of fresh baked goods and the integration of advanced technology provided much-needed visibility into their logistics operations.

This alignment with FGF Brands' tech-driven initiatives marked a significant improvement in their supply chain management.

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Key Achievement	Benefit to FGF Brands	Metric/Quantification
Efficient High-Volume Shipping	Streamlined transportation process	Consistent meeting of delivery commitments
Enhanced Shipment Visibility	Improved supply chain management	Real-time tracking and monitoring of shipments
Customized Logistics Solutions	Aligned with FGF Brands' tech initiatives	Seamless integration with existing technology
Focus on Core Business	Empowered innovation and quality focus	Increased production efficiency and customer satisfaction

