

CASE STUDY



Josh Clarkson, Freybe Gourmet Foods

Freybe Gourmet Foods, nestled in Langley, BC, has an illustrious history of bringing people together through the love of exceptional food. Over six generations, this cherished family brand has successfully widened its footprint in the deli and meat sector. As the brand's reputation and reach grew, so did a significant challenge: maintaining the freshness and timely delivery that was central to their brand promise, especially in the face of fierce competition.

Trappers Transport, recognizing the weight of Freybe's brand promise, stepped in. They realized that Freybe's commitment wasn't just about taste; it was about delivering products fresh and on time. This delivery commitment wasn't merely a logistics concern but was ingrained in Freybe's brand essence tied to freshness.

Through collaborative efforts with Freybe, Trappers Transport developed a strategic plan to refine Freybe's logistics. The solution hinged on two

pivotal strategies: the implementation of a fixed shipping schedule, and the merging of shipments headed to varied consignees in distinct provinces under a single provider. This strategic move empowered Freybe to guarantee their Western Canada clientele of punctual deliveries, seamlessly aligning with their freshness brand promise, while achieving a reduction in operational and administrative expenditures.

The results of this collaboration have been nothing short of impressive. Freybe's customer experience has been elevated, backed by the unwavering shipping schedule. Financially, Freybe has garnered savings in both transportation and administrative expenditures. Resources once tied up in administrative activity are now able to focus on their core strength: creating mouthwatering, artisanal food products for the world to enjoy.

“Trappers Transport consistently delivers on their commitments. They have proven time and time again to be highly dependable, and we can trust them with our freight without hesitation. They always make themselves available to collaborate and find a mutually beneficial solution.

Their customer service team goes the extra mile, proactively communicating with us to ensure we're always in the loop. They maintain excellent visibility on our shipments, which is critical for our business.”

Josh Clarkson
Logistics and Warehousing
Manager

“Trappers Transport has become an important partner in our supply chain. Their proactive communication keeps us well-informed of our shipments' status. Since our collaboration began in the early 2010s, they've continually exceeded our expectations, mirroring our shared passion for unmatched service.”

Freybe
EST. 1844