

Case Study: Zelenka Nursery, Inc.

Continuing Innovation Saves Time, Money, and Makes For Happy Customers

Since November 2001, Zelenka Nursery, a nationally recognized nursery grower, has been using MicroAnalytics' TruckStops Routing and Scheduling Software for their 5,500 annual routes. By using the TruckStops system, Bryon Tullis, Traffic Manager for Zelenka says, "Zelenka and our customers have saved close to \$100,000 in freight costs at our Michigan facility alone due to improved truckload volumes and routes."

Zelenka, which grows and sells a variety of shrubs and trees and proudly specializes in bud and bloom roses and perennials, was founded in 1963 by John Zelenka, Sr.

With corporate headquarters located in Grand Haven, Michigan, and production facilities in North Carolina, Louisiana and Tennessee, they ship over 10 million woody ornamental and perennial plants annually to 42 states. Because Zelenka does not own a private fleet, they broker out these retail delivery truckloads.

TruckStops is used to route Zelenka's deliveries to their retail customers who include a variety of mass merchants such as Lowe's, Wal-Mart, The Home

Depot, and K-Mart, as well as over 5,700 retail garden center outlets.

With routing challenges including mileage averaging over 1,000 miles per trip, Zelenka needed to reduce their freight costs and streamline their routing process to both save money and ensure that their customers were receiving the level of service for which Zelenka is renowned.

To do this they needed to load trucks to achieve the greatest possible cube utilization, create shorter routes, and improve control of freight costs.

Tullis says that while they did evaluate other routing solutions, "TruckStops was chosen because it was economically feasible and was the closest match to our needs."

Zelenka had a very

fast and successful TruckStops implementation. By taking advantage of two days of on-site consulting prior to attending a two-day, hands-on training course,

reduced the number of seasonal personnel required to route their orders from four to two, saving them an average of \$7,500 every year.

The system also allows them to do more load analysis and scheduling while increasing customer service levels saving them hundreds of thousands of dollars.

The company routes 100% of their orders through TruckStops by passing the information files from host to software one facility at a time. This process generates the most cost-effective routes possible.

In addition, Tullis says, "TruckStops gives us the opportunity for better volume, packing the trucks to the door, improved routings, and backhaul capabilities."

Although Zelenka already uses TruckStops to route 100% of their retail customer loads, they are considering expanding the technology into other facets of their business. The possibilities include using TruckStops to route their inter-company loads (loads from one Zelenka facility to another) and to assist with cart retrievals.

"TruckStops is a powerful routing package with lots of options for the price. The technical support from the MicroAnalytics staff is exceptional. They are very knowledgeable and walk you through the troubleshooting process on the spot. You feel like you are their only customer," says Tullis.



Technology enables Zelenka to meet and exceed customer expectations in today's speed-driven business environment.

Zelenka was up and running with the system within one week.

"After attending the training class, you understand the process and set into motion the steps you have to take to get a solution - after a couple of times using the software it becomes pretty much automatic," Tullis says.

The transition to using TruckStops was very smooth from the manual way Zelenka used to do things. Before TruckStops, Zelenka's Traffic Department routed all orders by hand using mapping software and large maps of the United States.

Now, with TruckStops building their routes, Zelenka is able to overcome their routing challenges and save money, while saving Tullis lots of time! They have