

A DIMERCO CASE STUDY:

Bottling system manufacturer relies on Dimerco for oversized shipping challenge



Summary

When you regularly ship oversized, precision equipment from China to production lines thousands of miles away, it's good to have a partner that's been there, done that.

Challenge

Tech-Long Packaging Machinery is one of the world's leading makers of precision bottling systems, with installations in 54 countries. The equipment, manufactured in China, is oversized cargo (OOG) that can weigh up to 20 metric tons.

When the company expanded its market from China to the Americas, it knew it needed a reliable shipping partner to handle door-to-door, global shipping of this high value, OOG equipment – on time and damage free. Dimerco was chosen for its ability to manage every aspect of each shipment, from pickup in China to final delivery across the Americas.

Approach

Keys to success for the Tech-Long/Dimerco partnership include:

Precise planning

Tech-Long's oversized equipment requires specialized transportation equipment and arrangements throughout, including use of flat rack containers, transload warehouses with loading docks and equipment to handle heavy cargo, specialized trucking companies with proper load permits, and escort vehicles. Dimerco carefully selects and manages all partners, keeping Tech-Long updated each step of the way.

Freight capacity

Tech-Long customers want this critical capital equipment as soon as it's available, but during COVID freight capacity and equipment was difficult to find, according to Keith Boss, CEO of Tech-Long Americas.



"COVID caused massive shipping delays worldwide. Dimerco's scale as a business helped us locate hard-to-get equipment and freight capacity during this difficult time," he says.

Strong relationships

Dimerco's primary supporting offices for Tech-Long are very close to both Tech-Long's US headquarters outside Atlanta and Tech-Long Packaging Machinery Company, based in Guangzhou, China. Strong relationships and trust has developed at both sites as Dimerco has learned Tech-Long's unique business and shipping requirements.

"Account management is strong with Dimerco," says Boss. "The team there answers phone calls and emails and they're available whenever we might need them – even after hours."

Spare parts service

In addition to Project Logistics support for the bottling equipment, Dimerco also handles expedited air shipment of critical spares from China to worldwide locations, minimizing downtime at customer sites.



Cost-effective

Great service is critical for these types of shipments, but cost control is also important. "Transport costs are built into our price, so we rely on Dimerco to secure the best rates possible," says Boss.

RESULTS

Since 2016, Dimerco has helped Tech-Long deliver its high-value, precision equipment reliably and affordably, with excellent customer service.

"For us, transportation is not strategic. It attracts attention only when it's not handled well. With Dimerco, things stay quiet. That's the way we like it."

**Keith Boss, CEO
Tech-Long Americas**



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