



CASE STUDY



How FlockDirect® saved Vitamin Well \$520K in shipping costs

By choosing Flock, Vitamin Well meets strict delivery deadlines and only pays for the space they use.

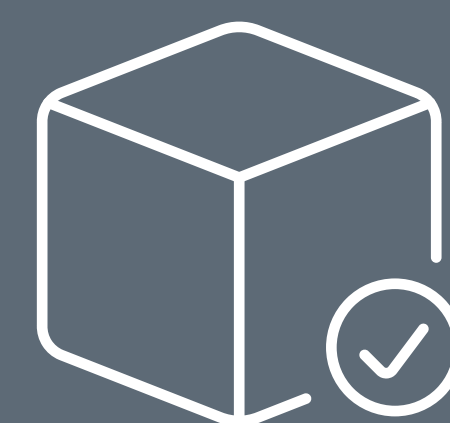
PARTNER: Vitamin Well
SINCE: October 2022
SOLUTION: FlockDirect®

KEY RESULTS



Cost savings

520K



Damage-free loads

590



CO2e saved

174 metric tons



Terminals skipped

1,470+

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The search for a reliable, cost-effective shipping solution.



Vitamin Well is an innovative Swedish company that develops great-tasting beverages and functional foods for the fitness industry. Their products can be found in over 40 countries, and they have 10 offices in the European Union, United States, and Asia.

In the United States, Vitamin Well ships products like NOCCO energy drinks and Barebells protein bars to well-known grocery, convenience, and health food stores across the country.

As a growing business, Vitamin Well primarily moved goods via less-than-truckload (LTL) carriers, since their shipments often weren't large enough to utilize truckload (TL) services.

Unfortunately, LTL shipments often arrived late, and without a dedicated truck, it was common for cargo to be damaged in transit — leaving customers with product they couldn't sell.

What's more, priority customers often set very strict deadlines that were hard to meet with LTL. In those cases, Vitamin Well had two choices:

1. They could run the risk of missing deadlines, paying On Time in Full (OTIF) fees, and disappointing clients.

2. Or, they could pay thousands more for TL to ensure the load arrived on time.

Neither seemed like the most affordable way to ship.

Delayed freight



Damaged goods



Missed deadlines



Extra fees



[Watch the video ↗](#)

A cost-effective solution that improves customer service with damage-free, on-time deliveries.



Flock Freight provides a perfect middle ground – truckload service at LTL costs. By using FlockDirect® to move smaller shipments via shared truckloads (STLs), Vitamin Well has dramatically reduced shipping costs and can easily accommodate the delivery deadlines set by top-tier clients.

John Connery, Vitamin Well’s operations specialist, says, “Flock Freight solves a lot of our problems and provides a lot of value.”

Since FlockDirect® matches shipments and combines them with other freight going in the same direction, Vitamin Well only pays for the space they use. The team no longer needs to fill a truck before sending out orders or to pay high truckload rates for smaller shipments. And, since STLs eliminate the need for offloading at terminals, shipments arrive at their destinations on time and intact — resulting in happy customers.

Even more, the data backs up the need for an alternative. Flock's internal analysis clearly indicates that had Vitamin Well opted for TL shipping, they would have incurred up to an additional \$520,000 in shipping costs.*

According to Connery, “Flock has simplified things in many ways. Now, we have an option that can give us truckload service and delivery, even when we're not shipping a full truckload. If we're bringing on a new customer who asks to expedite their first order, we use Flock as a verb now, saying, ‘We're gonna Flock it.’”

“Flock has simplified things in many ways. Now, we have an option that can give us truckload service and delivery, even when we're not shipping a full truckload.”

John Connery
Operations Specialist
Vitamin Well

*Based on available rate data at the time of shipment.

Vitamin Well's Flock Freight experience.



When the Vitamin Well team knows they need on-time, damage-free service for a light load, what used to be a dilemma is now a no-brainer — they ship FlockDirect®. With Flock, Vitamin Well provides exceptional OTD performance and flawless delivery, which improves customer service and leads to the acquisition of new customers.

On-time & undamaged shipments

Many distribution centers tack on hefty fees for overdue shipments or damaged cargo. With Flock's help, Vitamin Well meets shipping deadlines and moves freight to its destination without loss or damage, eliminating fees typically associated with LTL shipping.

"With LTL, we were seeing a lot more freight getting damaged, lost, or arriving late, [resulting in fines]. Flock helped solve a lot of those problems."

John Connery
Operations Specialist
Vitamin Well

Truckload service without the high price tag

Many distribution centers tack on hefty fees for overdue shipments or damaged cargo. By shipping FlockDirect®, Vitamin Well significantly reduces the risk of late fees, loss, and damage typically associated with LTL shipping.

"Working with Flock has allowed us to meet strict delivery requirements while only paying for what we're actually shipping, instead of paying for a dedicated truck – so we're getting a lot more value."

John Connery
Operations Specialist
Vitamin Well

Vitamin Well's Flock Freight experience.



A true partner, acting as an extension of their business

Flock Freight is a supportive partner, willing to adapt and evolve with growing businesses. Flock recently helped Vitamin Well modify their outbound ordering process and now schedules pickup and delivery appointments with shippers directly. This change helps the team eliminate communication gaps and avoid unnecessary back-and-forth emails.

Being new in the transportation industry, Connery has been grateful to the Flock team as they've helped him navigate the market and optimize his shipping operations.

“Flock does their due diligence on shipments. If a customer says they didn’t receive an order, Flock figures out where it is. That’s very important to us. And Flock is willing to help when we need it.”

John Connery
Operations Specialist
Vitamin Well



Support for a sustainable future



Vitamin Well is committed to limiting its environmental impact and has established clear targets for sustainability, including reducing overall greenhouse gas emissions.

Flock's data and insights provide the company visibility into the impact of its transportation programs. FlockDirect® helps reduce trucking-related emissions by coordinating freight and shipping on efficient, optimized routes.

Since partnering with Flock Freight, Vitamin Well has saved 174 metric tons of CO₂e emissions.**

**Based on Flock's internal analysis of transportation emissions data.



Looking for a reliable shipping provider to ship more efficiently & sustainably?



Follow Vitamin Well's footsteps and experience significant wins with FlockDirect® for yourself.

[Book a demo ↗](#)

