



# Case Study

## Initial Impression

### A Promotional Products Distributor Decreases Shipping Costs and Increases Delivery Speed with GSO's Next-Day Ground and Freight Service



Initial Impression is a distribution company specializing in promotional products such as mugs, shirts, hats, pens, magnets, tents, and water bottles. Finding the ideal delivery provider to service their shipments at a cost-effective price and with a high level of service was of utmost importance.

### Challenges

Clients of Initial Impression include franchised businesses where some operate out of retail locations and others operate out of their homes. When using the national carriers, delivery to the home-based businesses often resulted in extra residential fees. There were also issues such as a high percentage of damaged packages as well as the following challenges that led them to seek the services of alternative delivery providers:

- Excessive accessorial fees imposed by the National carriers were putting a major dent on the bottom line, with constant fee increases that seemed to constitute a considerable portion of their total shipping costs
- Next-day delivery was critical for most of their West Coast customers, but overnight shipping via the national carriers would mean paying next-day air rates which was cost-prohibitive
- Dimensional weight pricing changes had significantly increased costs, especially since the company ships low weight items such as water bottles on a regular basis
- Shipping multiple packages to single destinations often resulted in split shipments.

**"Switching to GSO has definitely helped us cut shipping costs and while I don't have an exact number, it is definitely a double digit percentage. I can tell you that when we take on the larger fulfillment projects, it has saved the client thousands of dollars just by switching 15% of their packages to four of the states that GSO services."**

- Craig Weiss, V.P. of Sales & Marketing, Initial Impression



# Initial Impression

## Case Study continued



### Solution

With more and more customers running on tight deadlines and last minute budgets, Initial Impression needed a carrier that could offer later pickups while still delivering those shipments the next day. And the chosen carrier would need to be able to offer Ground and Freight service to California, Nevada, and Arizona with fewer accessorial fees, more customized point of delivery options, and a higher level of customer service.

### Results

Gained a competitive advantage by reducing transit times and ensuring that products would reach customers more quickly, with benefits including:

- Next-Day service to Nevada and Arizona at considerably lower rates than UPS
- Elimination of dimensional weight fees for many of their packages
- The ability to palletize shipments using GSO Freight
- Fewer fees and a flexible dimensional weight policy has saved both Initial Impression and its clients thousands of dollars by moving packages within CA, AZ, and NV to GSO
- Significant decrease in damages with packages arriving to customers in excellent condition
- Customized point of delivery procedures where GSO representatives are able to easily communicate with drivers, resulting in a higher percentage of successful deliveries

**“The Dimensional Weight changes implemented by the national carriers were a major deciding factor in switching whatever packages we could to a regional carrier. Shipping water bottles is like shipping air and if we had a box with an actual weight of 11 pounds, we got billed for 35 or 40 pounds due to DIM measurements of the package, costing our clients thousands of dollars in additional shipping fees.”**

- Craig Weiss, V.P. of Sales & Marketing, Initial Impression

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Learn more about GSO Services:

**GSO Priority. GSO Ground. GSO Freight.**

Contact a Sales Representative: **888-744-7476**

Visit us: **[www.gso.com](http://www.gso.com)**

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