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MANAGING SHIPMENTS WITH EASE AND PEACE OF MIND

Written by Ben Keller

If there's one company that can take the headache out of handling the movement of goods, it's Johanson Transportation Service of Fresno.

For nearly 50 years, the third-party logistics (3PL) solutions provider has been helping producers coordinate shipments of all types of commodities throughout the U.S. with its nationwide network of truck, air, ocean and rail intermodal transportation.

Whether it's dairy and produce from the Central Valley, dry, fresh and frozen food, paper products and seed from Oregon or building materials and packaged goods elsewhere in the country, the company can manage getting virtually any commodity to its destination at a fair price with the ease and efficiency the latest technology ensures.

As part of its international division, Johanson also handles customers' importing and exporting needs with customs clearance, insurance and billing and arranges for drayage between warehouses and distribution centers out of all major U.S. ports and rail ramps.

The company got its start in 1971 when World War II veteran Richard Johanson opened a small transportation brokerage firm in Fresno dealing with dried goods.

Bringing along the experience and some clients he gained managing a similar operation in the area, Johanson quickly grew the business and expanded services to a variety of products and shipping options.

Under his son and now president and CEO Larry Johanson, the company has grown to some 88 employees working from six offices throughout the country.

Together, they will handle close to 100,000 shipments this year through various channels, the majority in full truckload



and less-than-truckload (LTL) shipments.

But it's more than just volumes and an extensive carrier network that makes JTS stand out from other logistics providers.

For company leaders, good service means having an intimate knowledge of customers' shipping habits as well as the ability to forecast and circumnavigate critical issues that may delay shipments.

Negotiating prices, researching service requirements and transit times and staying abreast of things like transportation regulations and insurance requirements also gives customers the added convenience to focus on producing.

"We continually analyze the marketplace and adjust our offering based on the transportation mode and technology needs of our customers," said Johanson's Vice President of Logistics Craig Johannson. "This culture of proactive change is fueled by giving every team member a voice."

Technology has made the job of moving products even smoother. Beginning in the early '90s to improve service and efficiency for its customers, the technological migration has resulted in the company's cloud-based transportation management system, FreightOptixx™.

By accessing the free system from any mobile device or computer, customers who subscribe to the service can



track shipments, consolidate truckloads, view and process shipping documents and invoices and also send pick-up instructions to the carrier.

As well, they can request instant spot quote rates from multiple carriers and compare them to find the best rate. Carriers, on the other hand, have access to tools that enable them to have additional lane opportunities, account customization, tracking and reporting features that make their business run more efficiently.

In addition, JTS employs a full-time IT staff that is able to custom-tailor technologies based on customers' individual needs.

"Service is improved by empowering shippers with the tools to optimize shipments, determine the lowest cost option, process shipping documents, and dispatch the carrier for pick-up in seconds," Johansson said. "This leads to cost savings both in manpower reduction as well as shipments being optimally routed. Prior to FreightOptixx, shippers would have to go to dozens of carrier websites to accumulate the same data that is displayed in FreightOptixx with a mouse click."

He added that materials costs have further come down by removing the need for manual printing, faxing and mailing payments to carriers, shipping documents to customers and other paperwork.

Similar innovations have also allowed JTS to stay on top of other changes in the industry like volatile diesel prices, carrier capacity, market demands and economic shifts.

That, and its time-tested relationships with hundreds of transportation companies, helps the company negotiate the best prices each year and come up with contracts that keep customers' costs down.

On the other hand, JTS firmly believes in vetting its carriers, particularly when it comes to their compliance to ever changing regulations, including recent rules related to the sanitary transportation of food.

"With the onset of any new regulation, the industry reacts," said Director of Compliance and Legal Affairs Alicia Ruiz. "Freight rates spike, capacity tightens, and concerns loom from shippers on how to comply with regulations and how to protect their business. As a 3PL, we sit directly in the middle of this industry, locating a cost-effective carrier who has also



met stringent selection criteria and then matching them to our customers' freight."

Johanson Transportation Service has also been on the forefront of another common challenge in the transportation industry: fraudulent activity. Utilizing CargoNet Theft Protection software, the company has combatted cargo theft and carrier fraud through intelligence gathering tips, training, analytics and information sharing to make sure all shipments are legitimate.

Those outstanding prevention efforts earned JTS CargoNet's Best in Cargo Security Award this year.

Other awards in that vein include being named to Food Logistics' Top 100+ Software and Technology Providers list, Inbound Logistics' Top 100 Logistics Technology Providers list and Logistics Tech Outlook's Top 10 Transport Management Solution Providers list.

"Technology has played a large role in the recent changes to this industry," said Ruiz. "The technical landscape in transportation has created efficiencies, increased volumes, eliminated communication barriers and created a competitive environment open to all."

"JTS has invested time, energy and resources to stay ahead of those changes so our customers and carrier partners can rest assured their business will keep moving seamlessly with any change."

Experience a **higher degree of customer service** when you partner with **JTS to manage your shipments.**

Our commitment to service excellence is not easily found in the marketplace. Our staff goes above and beyond in monitoring and confirming our customers' shipments.

With a global network of resources and 46 years of experience, JTS – a leading 3PL provider – delivers these domestic and international solutions:

- Dry and temperature-controlled trailers and containers for Truckload, LTL, Rail Intermodal, Air and Ocean Freight.
- Licensed ocean freight forwarder and NVOCC – drayage, customs clearance handling, insurance handling and billing all done with one point of contact.
- Daily tracing of all shipments and web-based visibility into freight orders from start to finish.
- Dedicated Carrier Relations department verifies that only qualified carriers are used, protecting the shipper's interests.
- **FreightOptixx™** cloud-based TMS allows customers to manage their freight activities online, offering total visibility and time savings on logistics tasks.

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