

**FOR IMMEDIATE RELEASE****Transplace Extends Proven Leading Third-Party Logistics and Technology Solutions to Small and Mid-Sized Businesses**

*3PL Offers TMS Solution to Expanded Market of Customers, Gives Underserved Companies Aggregated Buying Power, Supply Chain Visibility and Sustainability Support*

**October 15, 2009 (Dallas, TX)** – Transplace, a leading provider of transportation management services and logistics technology solutions for Fortune 1000 companies, announced its broadened focus on the small and mid-sized business market. Leveraging Transplace’s rich technology, people and extensive network resources, small-to-mid-sized enterprises enjoy the benefits of a proven 3PL and technology solutions company.

Transplace’s offerings come full circle as small and mid-sized businesses are frequently supplying to the company’s larger enterprise customers. With the offering, Transplace helps these companies manage procurement spend, negotiate better rates with carriers and meet sustainability mandates from larger customers. By helping such businesses decrease their cost of compliance for supply chain requirements of larger customers such as Dole Foods, Chicken of the Sea, AutoZone and Sunny Delight Beverages Co., Transplace is able to ensure that small and mid-sized customers improve upon execution as well as their competitiveness. Moreover, Transplace provides access to the people, processes and technologies that make them run just as efficiently as larger enterprises.

“Penetrating the small and mid-sized enterprises segment is the next big growth opportunity for logistics service providers,” said Adrian Gonzalez, director, Logistics Viewpoints, [www.logisticsviewpoints.com](http://www.logisticsviewpoints.com), ARC Advisory Group. “For many LSPs, their existing IT infrastructure – which may be outdated, inflexible and/or non-scalable – has been a key constraint in achieving this goal. Transplace, however, is well positioned to exploit this market opportunity by leveraging its ongoing investment and innovation in IT, along with the transportation expertise of its employees.”

The business benefits and award-winning technology offers a tailored solution specifically concentrated on the challenges of small and mid-sized companies for all transportation modes, including less-than-truckload, ground and air expedite, truckload, intermodal, reefer and international moves. These businesses can now gain access to a large network of carriers, achieving complete transportation visibility and decreasing costs.

“Our goal was to design a service that truly helps the small to mid-sized shipper simplify the everyday complexities of serving its customers. Within Transplace, we will aggregate transport spend and help reduce expenses, champion the cause to gain truck capacity in tight markets and provide these smaller clients with the same or better supply chain expertise available to many of their larger competitors,” said Steve Robinson, senior vice president at Transplace.

Transplace is already serving customers in this space, including: SG Morris, Valmont Industries, Pretium Packaging, Petguard, Boboli, House of Cheatham, Ohio Blow Pipe and Adam’s Manufacturing.

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*Transplace launches small and mid-sized business offering, page 2*

To learn more about Transplace, please visit [www.transplace.com](http://www.transplace.com).

### **About Transplace**

Transplace is a non-asset based third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2009, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* “100 Great Supply Chain Partners” distinction for the sixth consecutive year and by *Supply & Demand Chain Executive* as a “Top 100” provider in supply chain transformation for the fourth consecutive year. In addition, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the seventh consecutive year. To learn more about Transplace or the people behind “I Am Transplace,” please visit [www.transplace.com](http://www.transplace.com).

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