

**FINAL – FOR IMMEDIATE RELEASE****Transplace Outlines Innovative Strategies to Thrive In a Down Economy**

*Leading Third-Party Logistics Provider Identifies Areas for Manufacturers and Retailers to Improve Operations in the Current Economy and Prepare for Future Growth*

**July 22, 2009 (Dallas, TX)** – In today’s challenging economic climate, retail and manufacturing companies are feeling the pressure to address compounding and at times multiplying challenges. Aggressively managing costs while maintaining service levels, streamlining processes and renegotiating key commercial agreements are all top of mind issues that companies need to consider when planning for a hopefully brighter future. As a leading provider of transportation management services and logistics technology, Transplace recognizes the need for innovative strategies tied to continuous improvement initiatives, especially during these challenging times.

“In today’s economic climate, it’s essential that supply chain leaders strike a balance between a cautionary and forward thinking approach in order to continually identify opportunity and improvement areas within their organization,” says Tom Sanderson, chairman and CEO of Transplace. “Implementing innovative strategies and business best practices is important for companies to create a flexible supply chain that can adapt to sometimes abrupt changes in the marketplace. Identifying these opportunities now will help companies remain competitive and be prepared to lead when things begin to turn around.”

Transplace identifies key strategies for companies to drive continuous improvement during the current economic downturn.

- **Pinpoint opportunities in the marketplace:** Smart shippers are using the downturn to lock in shipping capacity and identify opportunities for negotiating rates. Shippers also need to make sure that they have the correct inventory levels to create a responsive supply chain with the flexibility needed to expand or retract based on consumer demand. Additionally, companies use this time to evaluate their use of transportation modes to establish a balanced and efficient, yet cost effective transportation strategy.
- **Continuous improvement within an organization:** To fully leverage its processes and technologies, qualified “human capital” is critical. Companies willing to invest in skilled supply chain professionals assist in driving overall business success. There must also be an organizational commitment for continuous improvement of the company’s personnel and business practices. Participating in industry events allows companies with similar needs and challenges to network and collaborate on methods for improving their operations. Supply chain professionals can learn from their peers by sharing best practices and benchmarking their supply chain strategies against other leading companies.

--more--

- **Invest in technology:** Even in this down economy, forward thinking companies are continuing to invest in technology infrastructure in order to streamline processes and increase overarching efficiencies. By leveraging transportation management technology, companies can more efficiently collect and manage critical service performance and cost data, leading to proactive identification of areas for focused review and potential improvements.

For more information on Transplace, please visit <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, and was awarded *Logistics Management’s* Quest for Quality award for the 3PL category. To learn more about Transplace, please visit [www.transplace.com](http://www.transplace.com).

#### **Contacts:**

Suzy Watson  
[sgwatson@outlookmarketingsrv.com](mailto:sgwatson@outlookmarketingsrv.com)  
312-873-3423

Kecia Gray  
[kecia.gray@transplace.com](mailto:kecia.gray@transplace.com)  
214-697-3354

####