



# Proactive Partnership Delivers 33% Cost Reduction

"I am having a hard time finding something that didn't go right with this implementation" –Senior Director, Logistics, Global Apparel Brand

## A Seamless Win through Strategic Foresight



### 33% Cost Reduction in Just 2 Weeks

#### The Opportunity

A leading global apparel brand was relying on traditional parcel carriers to manage daily shipping volumes. This led to multiple invoices and numerous points of contact, creating inefficiencies.

As a strategic partner, Maersk proactively analyzed their parcel operations and identified opportunities to streamline fulfillment and shipping. The switch was seamless, and the savings were quick!

The apparel brand can expect continued cost savings and unlock even greater efficiencies by shifting more shipments to Maersk Domestic Parcel over traditional carriers.

This is what proactive partnership looks like. This is Customer Centricity at its finest.



### The Takeaway

#### The Maersk Solution

Maersk implemented a tailored logistics strategy that included:

- A **blended rate card** to unlock multi-carrier cost benefits
- **Competitive parcel rates** helping shield against market volatility
- Delivered **seamless integration** with zero disruption or added workload
- A **single invoicing point of contact** for simplified communication

#### The Results

- **33% cost savings** realized within just two weeks
- **Zero disruption** to daily operations
- **Single point of contact** simplified communication
- Ongoing savings expected as parcel carrier network and services expand

Let's explore how Maersk can unlock similar value for your business.

# Projected Rate Savings for Apparel Brand

A leading global brand in performance apparel—renowned for innovation, style, and excellence—achieved significant savings by shifting just **4,282 parcels** to Maersk’s Domestic Parcel delivery service. This strategic move resulted in **over \$11,000 saved in the first two weeks**, averaging **\$2.63 saved per parcel**. If scaled across their full annual volume, this shift could unlock **substantially greater cost efficiencies**.

## Projected Annual Savings

Metric	Value
Traditional Carrier Spend Annually	\$1,378,122.50
Maersk Domestic Parcel Spend Annually	\$926,594.15
<b>Annual Savings</b>	<b>\$451,528.35</b>
Avg Savings per Parcel	\$2.63

Applies to weights up to 70lbs

Average Zone: 5.04 based on Midwest location

Explore with Maersk for your custom rate card!