



CASE STUDY



How Toshiba achieved a damage-free shipment rate of over 99% while slashing LTL fees.

PARTNER: Toshiba

SINCE: November 2020

SOLUTION: FlockDirect®

KEY WINS



Cost savings

\$560,000



Damage-free rate

99.3%



CO₂e saved

334.76 metric tons



Terminals skipped

918

The headwinds



Toshiba America Business Solutions manufactures and sells sensitive electronics—such as their award-winning e-STUDIO™ multifunction printers, label and receipt printers, and digital signage—for businesses across the Americas.

Toshiba originally shipped their products through the less than truckload (LTL) network because their ship-to-order model resulted in small shipments that seldom filled a truck.

However, transloading through the hub-and-spoke system frequently damaged Toshiba’s delicate machine shipments, which are expensive to repair and replace.

Full replacements were needed 75% of the time, and if repairs were not possible, they paid for:

- Storing, then shipping damaged product to a scrap facility
- A scrap facility to dismantle and dispose of the product
- Entirely new product pulled from inventory
- Shipping the replacement product after filing a freight claim

Damaged freight



Repairs



Replacement



Return shipping



The headwinds



Reweighs, linear-foot cutoffs, additional services, and accessorial fees ballooned an extra \$880,384 in 2020, significantly impacting their bottom line.

On top of the damages, LTL shipping provided other challenges, including:

- Significant delays
- Inspection fees and strictly enforced accessorials
- Split shipments, causing products to arrive without accessories and thus making customers unhappy
- Shrinking linear-foot and cubic-capacity cutoffs, meaning costs to surpass these could exceed paying for a full truckload (TL)

Recognized as a Wall Street Journal Top 100 Sustainable Company, Toshiba wanted a better way to ship their freight more efficiently that would also have a positive impact on the environment.

Accessorial fees 

Delays 

Split shipping 

Unhappy customers 

The solution



Toshiba came to Flock Freight with the goal to find a smarter, more cost-effective solution that would keep their sensitive electronics intact with minimal touchpoints.

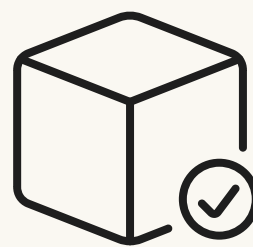
The Flock team recommended our FlockDirect service, which guarantees load-to-ride (terminal-free) shipping — ideal for sensitive shipments that don’t take up a full truck.

With FlockDirect, Toshiba’s shipments are matched and combined with other freight going in the same direction to create a full shared truckload. The freight stays on the same truck, with the same driver, all the way to its destination, and Toshiba only pays for the space they actually need.

Together, Flock and Toshiba achieved a 99.3% damage-free rate while avoiding \$560K in costs. In addition, they skipped 918 terminals — eliminating 334.76 metric tons of carbon emissions.



Costs avoided
\$560,000



Damage-free rate
99.3%



Terminals skipped
918



CO2 emissions saved
334.76 metric tons

Toshiba's Flock Freight experience



Empowering better customer service

“Delivering the highest levels of quality and consistency to our clients is core to our business, which is why Toshiba made the shift to Flock Freight as it enabled us to improve shipment success rates while simultaneously reducing costs.”

Dedicated customer-first support

“With Flock Freight, my team’s questions receive prompt replies. With other providers, it’s easy to feel like you’re just an account number, but Flock Freight has a customer-first mindset that fosters strong interpersonal relationships with its shippers.”

Robust reporting

“Flock Freight provides me with periodic reporting. The quarterly business reviews they present me with are relevant, and the cost savings along with the on-time performance are top-notch.”

Effortless collaboration

“I’ve hired many companies, and the ease of implementing our partnership and quickly getting to work stood out to me. For this, I give kudos to the Flock Freight team. They’re surpassing our expectations.”



Insights provided by

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Looking for a more reliable solution?



Discover how Flock can help you ship sensitive products without damage or delays.

[Book a demo ↗](#)

