



Customer Success Story



FUELING GROWTH WITH FLOCK FREIGHT

How a health-beverage manufacturer built
a better reputation with their distributors
and unlocked sales bandwidth by
partnering with Flock Freight

Who is H2rOse?

H2rOse is a Los Angeles-based beverage company on a mission to re-energize the world by bringing the ancient benefits of rose water and saffron to the modern day. By making hydration healthier and more interesting in their proprietary formula, H2rOse is delivering the rejuvenating health benefits of this powerful drink daily to consumers nationwide.

As a fast-growing brand, H2rOse relies on key distributor and retail partners to deliver products to store shelves around the country, and the company must maintain positive relationships with channel partners for a productive supply chain. One of the main performance metrics that suppliers must adhere to with these channel partners is on-time product delivery to distribution centers.

Missed Shipments & Pricing Pressure

With traditional LTL and PTL providers, delivery dates and times have low adherence rates or are simply not provided at the time of scheduling shipments. This situation leaves H2rOse to deal with a lot of uncertainties and gray areas with their operations where transparency, time specifications, and guarantees for delivery could make or break a relationship with channel partners. Delays or missed shipments would lead to hefty fees that could take weeks to resolve with many hours of manpower tied up in calls and emails working toward a resolution.

“Other vendors don’t provide a platform that gives transparency.”

With so much tied to specified delivery dates and on-time delivery, H2rOse was constantly balancing premium delivery costs with required shipment time frames.

The Flock Freight Difference

When H2rOse began using Flock, they no longer had to worry about weighing these opposing forces. With Flock Flex shipping options, it was easy to balance these factors and meet the needs of both H2rOse and their distributors. Options for two-day and three-day flexibility pricing displayed instantly in the Flock Platform provide seamless transparency during the booking process, which makes for an easier decision-making process.

“One of the best benefits of Flock is their Pickup Flexibility shipping options.”

As H2rOse shaped their partnership with Flock Freight the frustration anchored in an opaque shipping industry began to fade away. Between the Flock Platform, hands-on reps, and tracking emails, the dark days were over. With the easy-to-use online platform and customer-focused representatives, H2rOse had unlocked the power of a logistics team without adding overhead to their operation.

“I have someone who works not just for me, but with me—like an extension of my logistics department.”

– Quotes from Interview with Gabe Anzaruth, H2rOse Office Manager