



GA BRAUN CASE STUDY

REDUCED COST PER POUND FOR LTL SHIPMENTS BY 57% THROUGH AN EXPANDED CARRIER NETWORK

CUSTOMER

GA Braun is a family-owned manufacturer of large-scale commercial laundry equipment based in Syracuse, N.Y. For more than a century, GA Braun has built a reputation for engineering reliable, industrial-grade washers, dryers and finishing systems.

THE CHALLENGE

Before partnering with Jarrett, GA Braun managed their freight operations internally and faced several significant challenges:

- Loss of Key Personnel and Process Knowledge:** Departures within the logistics team left GA Braun without formal documentation or standardized procedures. New staff inherited fragmented workflows and struggled to track shipments, manage claims or maintain consistency.
- Limited Visibility and Unpredictable Inbound Flow:** The previous inbound process relied on manual communication, leaving GA Braun unaware of delivery timing until trucks arrived. This lack of insight caused dock congestion, disrupted production scheduling and made it difficult to hold suppliers accountable.
- Frequent Damage Claims:** GA Braun's inbound parts—such as motors and bearing blocks—were prone to damage, with claims occurring nearly every other month. No one was dedicated to managing claims, and documentation practices were inconsistent.
- Overreliance on a Single Carrier:** Most shipments were routed through one provider, regardless of cost or service level. Because suppliers controlled carrier selection, GA Braun lacked oversight of freight decisions and opportunities for savings.

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"Jarrett has saved us a lot of time by providing real time tracking information all in one place. We no longer have to spend time calling individual suppliers, and going out to the trucking websites and track our shipments."

**Jessica Duprey, Materials Manager
GA Braun**

THE SOLUTION

JARRETT'S IMPLEMENTATION APPROACH

Jarrett developed a customized six-week onboarding plan designed to understand GA Braun's operations, build relationships and implement a lasting and scalable structure.

- Personalized Onboarding:** Weekly meetings covered inbound processes, billing and claims management. Jarrett tailored communication to each team and integrated technology to manage tasks more efficiently.
- On-Site Collaboration:** During implementation the Jarrett team visited the Syracuse HQ for in-person support.

OPERATIONAL ENHANCEMENTS

- Expanded Carrier Network:** GA Braun received additional carrier options with Jarrett's LTL network, reducing dependency on national carriers and giving suppliers more flexibility through regional providers.
- Enhanced Visibility:** Jarrett introduced daily supply chain visibility reports for inbound shipments, allowing proactive planning and better resource allocation.
- Improved Claims Process:** A collaborative effort between Jarrett and GA Braun helped establish best practices for inspection and documentation, allowing the warehouse team to identify issues before drivers departed.

THE RESULTS

- Improved Visibility and Control:** GA Braun gained full transparency into inbound shipments, enabling proactive planning for dock operations and production schedules.

"GA Braun has seen a huge improvement in being able to quickly track incoming freight. The daily reports are extremely helpful and having all the information in one place makes it a lot easier for my buyers to track hot items," said Jessica Duprey, Materials Manager at GA Braun.

- Cost Savings and Carrier Optimization:** A broader carrier base restored control over freight decisions, reducing costs by 57%.
- Prevented Claims and Damage Costs:** The improved claims process and clearer communication structure resulted in zero damaged freight claims since Braun partnered with Jarrett.
- Positioned for Future Growth** With a stable inbound process, Braun is now exploring expanding its partnership with Jarrett to include outbound, truckload and international freight management.