

## SUCCESS STORY:

# BlenderBottle Saves Significantly Booking with Banyan Technology

## INTRODUCTION

The BlenderBottle Company is a privately held manufacturer of premium and innovative products that help simplify everyday life—including the BlenderBottle Classic, the industry’s original portable mixer. BlenderBottle ships products to a network of distribution centers for “big box” retailers such as Walmart and Target.

## THE CHALLENGE

Getting rates from multiple carriers was cumbersome and time-consuming, and BlenderBottle, based in Lehi, Utah, needed an easier, cost-efficient solution to manage its carrier contracts.

## THE SOLUTION

The company’s enterprise resource planning (ERP) system integrates with Banyan Technology’s Live Connect™ platform, the industry’s most flexible technology solution with the most carrier connections for real-time rating and scheduling of shipments, to better enable its team to rate freight and select shipments across its carrier base.

“Our team really enjoys Banyan’s solution because we have a lot of different direct carrier contracts and agreements, and it would be overly cumbersome for us to jump into each



of their websites to retrieve a rate,” says Clay Cooper, BlenderBottle’s global transportation manager. “Banyan aggregates them for us and allows us to price shop with our carriers in real time using our discounts.”

**“THERE’S SATISFACTION FOR OUR EMPLOYEES WITH GETTING A LIVE RATE CHEAPER THAN IT TYPICALLY WOULD HAVE BEEN, AND FROM AN ORGANIZATIONAL STANDPOINT, IT’S A RELIABLE SOLUTION AS WE’RE ABLE TO NEGOTIATE WITH THE CARRIERS WE TRUST.”**

-Clay Cooper, Global Transportation Manager

A month since leveraging Intelligent Pricing™ through Banyan’s connectivity platform, BlenderBottle has already saved significantly on freight. “We’re seeing opportunities pop up a lot more frequently than we originally anticipated; it’s really easy to use and really exceeded our expectations. That’s pretty significant,” Cooper said.

## ABOUT BANYAN TECHNOLOGY:

Banyan Technology provides the industry’s most flexible technology solution with the most carrier connections for real-time rating, scheduling, and tracking of shipments. Our LIVE Connect™ platform delivers innovative resources to help clients make better decisions through increased data availability and shipment visibility, saving them time and money.