

● **Delivering fresh from garden to doorstep**



● **How GLS solves floral shipping challenges**

Case Study

GLS.
Parcels to People

How GLS solves floral shipping challenges for CalFlowers

Fragile, perishable, time-sensitive: GLS and CalFlowers navigate the complexities of floral logistics.

CalFlowers is a leading national floral trade association dedicated to growing and strengthening the U.S. floral industry. Their diverse membership includes over 900 members including growers, shippers, wholesalers, retailers, and service providers. GLS has been their transportation partner since September 2016.

We spoke with Chris Johnson, the Director of Transportation at CalFlowers, who has been the liaison between members and floral shipping carriers for 20+ years. With an association of this size, ensuring successful delivery to their members is an essential component of CalFlower's success.

Challenges

Time in transit:

With perishable flowers, timely transit is critical. Pickups and deliveries range from residential areas to remote farms.



Handling:

Improper handling can lead to broken stems or crushed blossoms.



On-time delivery:

Any delays can damage the flowers due to their limited shelf life.



Solutions

Next-day footprint:

Extensive, next-day, ground delivery footprint to preserve flowers.



Reliability:

GLS is equipped to handle fragile packages with care and has a local customer service team available to assist with any questions.



Comprehensive coverage:

GLS has the ability to pickup and deliver with precise tracking in both metropolitan areas and rural locations.



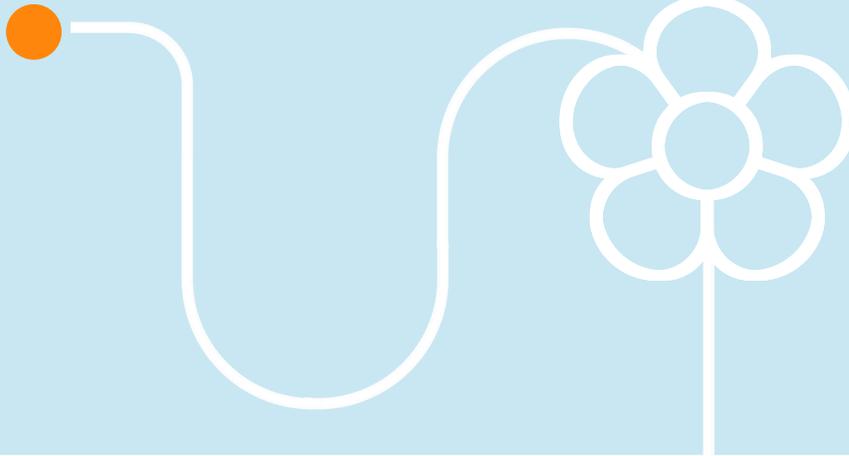
Results

It is crucial for CalFlowers to partner with carriers that offer the flexibility to accommodate a variety of delivery destinations while ensuring fast time-in-transit. GLS has consistently delivered the customized point-of-delivery solutions required for successful fulfillment, along with the following additional benefits:



- CalFlowers has seen **very low damage rates** as a result of proper floral box handling. Our drivers are trained to handle fragile deliveries with care.
- Our **personalized, local customer support team** understands the time-critical nature of floral logistics and provides a rapid response when issues arise.
- We offer next-day, ground shipping options at **competitive rates** without compromising on service quality.
- GLS representatives build **personal connections** with customers to better understand their unique shipping needs. Chris from CalFlowers says their representative, Troy Ruffing, has done a "phenomenal" job in delivering this personalized, customer-centric approach.

Fresh blooms



“Flowers need to be delivered immediately. The shelf life is very low and when it comes to service, on-time delivery is the biggest thing. To master this and to deliver the flowers on time to the destination is not easy. GLS has done just that, that’s why we stick with them after 10 years!

GLS is a pleasure to work with. It’s valuable when you have a carrier that simply thinks outside the box and keeps it fresh.”

Chris Johnson | Director of Transportation, CalFlowers

