

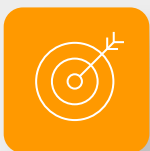


SUMMARY

A \$3.5 billion global apparel manufacturer partnered with TransImpact to reduce parcel shipping costs after years of handling negotiations internally. The company saved \$3 million—13.6% of its \$22.3 million in parcel spend. The result: lower costs, improved negotiation leverage, and a long-term carrier agreement with built-in incentives tied to parcel volume.



-  **INDUSTRY:**
Global Apparel Manufacturer
-  **REVENUE:**
\$3.5 billion
-  **EMPLOYEES:**
41,000+
-  **HEADQUARTERS:**
Winston-Salem, NC
-  **PRODUCTS USED:**
Parcel Contract Negotiation



The Challenge:
Loyalty to
Incumbent Carrier

Global Apparel Leader Cuts Parcel Costs by \$3 Million with Smarter Carrier Strategy

A leading global apparel manufacturer with a significant storefront and e-commerce presence needed to secure a long-term parcel shipping agreement that aligned with growth plans while reducing costs.

The manufacturer managed all parcel negotiations internally and had built a strong rapport with its incumbent carrier. But internal stakeholders were now being held accountable for reducing spend. With parcel shipping representing a major cost center—over \$22 million annually—there was increasing pressure to uncover new savings.



Despite using all services offered by the carrier (including 41% of spend in Ground Commercial and 28% in International services), negotiations consistently delivered only moderate reductions. The incumbent carrier knew the client was loyal and unlikely to switch, reducing their motivation to offer more aggressive pricing.

Creating Negotiation Leverage with Data and Strategy

Despite a long-standing relationship with its carrier, the apparel manufacturer recognized the need for outside expertise to unlock additional savings and drive better outcomes.

By engaging with TransImpact for advanced analytics and strategic negotiation support, the company achieved \$3 million in parcel cost savings—13.6% of its \$22.3 million spend—exceeding initial projections by 3.5%.



The Solution: Expert-Led Savings

To break the cycle of minimal savings and prepare for future business expansion, the company knew it needed a strategic shift. The Parcel Contract Negotiation engagement included:



In-depth data analytics and shipping profile reporting



Strategic contract negotiation support



A three-year agreement structure aligned with growth plans



KEY RESULTS

- \$3 million reduction in parcel shipping costs
- Improved leverage despite long-standing loyalty to incumbent
- Enhanced visibility into parcel spend and service mix
- Positioned for growth with a long-term agreement

TransImpact elevated the negotiation by involving higher-level carrier contacts and introducing competitive tension, which led the incumbent to offer improved terms. By leveraging accurate shipping data and benchmarking insights, TransImpact helped the apparel manufacturer secure both immediate discounts and negotiate a rebate tied to increased parcel volume.

Outperforming Expectations and Preparing for Growth

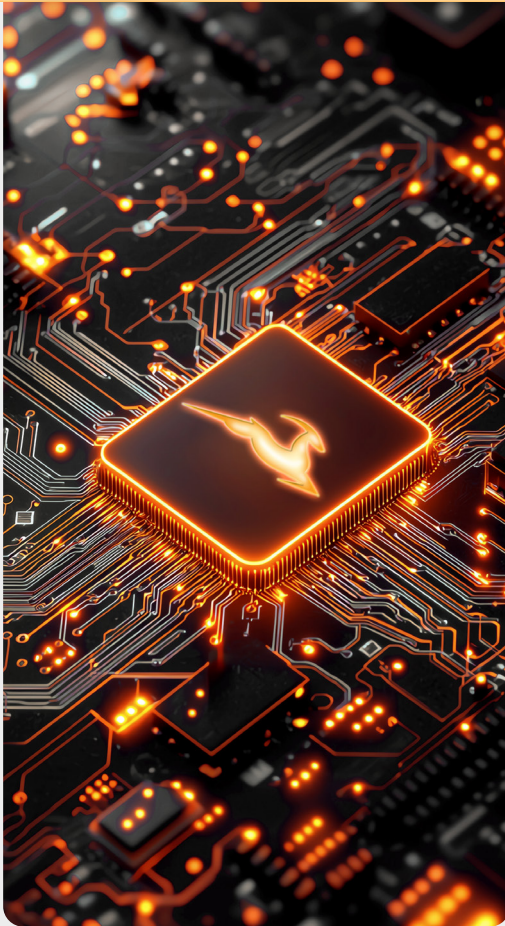
With TransImpact's support, the company turned a projected \$2.2 million in savings into \$3 million realized—a 13.6% reduction on \$22.3 million in annual parcel spend.

This success not only reduced shipping costs but also helped strengthen the company's position for future contract cycles by demonstrating the value of proactive analytics and outside negotiation expertise.



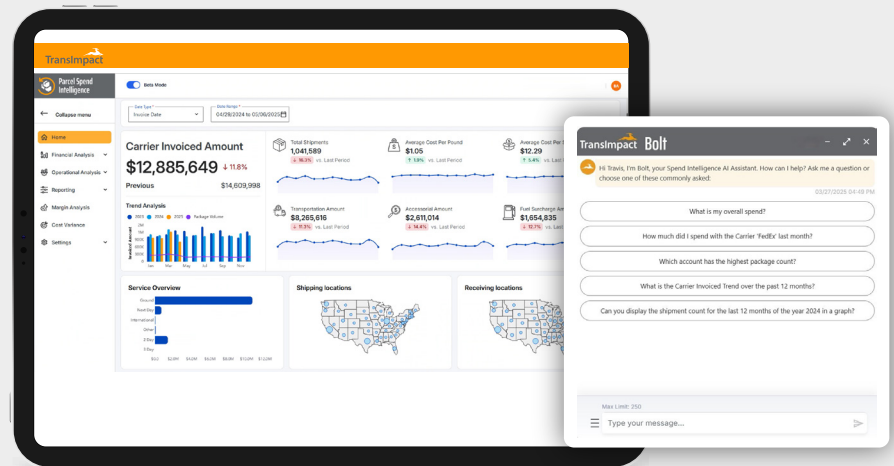
The Results: Built to Scale





About TransImpact

TransImpact is a leader in technology-driven supply chain optimization. Our industry-leading solutions in parcel contract negotiation, spend intelligence, and logistics cost management empower businesses to drive efficiencies, optimize costs, and improve financial performance. Trusted by companies managing over a billion dollars in logistics spend, TransImpact delivers real-time insights and strategic advantages to help organizations stay ahead in an ever-evolving marketplace.



Ready to Renegotiate with Confidence?

With Parcel Contract Negotiation from TransImpact, you gain the data, strategy, and leverage to secure stronger carrier agreements and long-term savings.

Take control of your next contract - and your shipping costs.

Email us Now

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