



CASE STUDY

Ice Cream Manufacturer counts on NFI Intermodal RoadRail®'s New Refrigerated Containers to Deliver Product at -20F On Time.

fast

smart

responsible

The Challenge

In a year when supermarkets aggressively cut prices and battled with deflation, frozen food sales grew 3.1% to \$40.5 billion for the 52 weeks ending January 23, 2010, according to Nielson Company That was more than four times the 0.7% rate of growth for total food sales. Most supermarkets have expanded their fresh fruits and vegetable selections and the frozen food aisles have doubled. As a result, sales of frozen food entrees and side dishes have seen tremendous growth.

The Solution

NFI has always had the reputation of being a leader in product innovation within the logistics industry. We believe that based on industry indicators, the next big conversion to intermodal will be refrigerated foods needing temperature control at various levels.

Based on this belief, NFI Intermodal RoadRail® purchased state-of-the-art refrigerated containers that keep products frozen up to -20F. These containers can be moved on any of the class one railroads over any major US rail route.

Refrigeration Unit

Each insured container can ship finished product or raw materials. The products are kept frozen by a refrigerated unit fueled by a 120 gallon fuel tank that is mounted on the front of the container.

Seamless Integration

Every container is monitored by NFI through an installed alarm device that provides inside and outside ambient temperature, fuel level, and global positioning, giving NFI full visibility during the entire length of haul. If there is an event, NFI has back-up services to make certain your product is kept safe.

Experience

NFI tested one of these containers before they were put into general use. A major ice cream manufacturer requested NFI to ship their product from California to Indiana round trip in seven days. The ice cream had to be maintained at -20F while in transit. (ice cream is one of the most difficult products to handle due to the consistent temperature maintenance and high susceptibility to spoilage.

The Result

The test was a resounding success. The ice cream was delivered on time and in pristine condition. It was achieved by using the BNSF expedited container train with three day service in each direction. NFI used its own company trucks to complete the pickup and delivery in California while employing contracted drayage for the delivery and pickup between the Chicago BNSF ramp and the final consignee in Indiana. By using both company and contracted drayage, NFI could be certain all providers would be capable of moving the refrigerated unit correctly and on-time. Since the fuel tanks on the unit held 120 gallons of fuel, there were no concerns about having to re-fuel enroute.

NFI RoadRail's new refrigerated containers successfully handled a shipment of highly perishable freight using the most efficient, environmentally friendly method of transportation today, the railroad.

