



DEDICATED THAT DELIVERS: Flexible Fleets Built Around Shippers



Dedicated services give shippers consistent capacity,
modern technology and scalable solutions that reduce risk,
control costs and strengthen customer satisfaction.

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A Message from AVERITT

Shippers across every industry are rethinking how they secure dependable capacity while managing rising operational pressures and evolving customer expectations. As supply chains continue to face fluctuating demand and increasing complexity, many organizations are taking a fresh look at dedicated fleet strategies that balance stability, flexibility, and cost control.

Companies are examining how to streamline operations, improve service consistency, and strengthen performance without adding unnecessary burden to their teams.

This special edition highlights real-world examples of shippers doing exactly that—leveraging stronger partnerships, modern technology, and customized fleet solutions to meet their delivery commitments and support long-term growth. From enhanced visibility to scalable delivery models, the stories throughout these pages reflect an industry focused on building smarter, more resilient transportation networks.

We hope the insights shared here help inform your planning and provide clarity as you evaluate the best path forward for your business.

Thank you

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DEDICATED THAT DELIVERS: Flexible Fleets Built Around Shippers

Dedicated services give shippers consistent capacity, modern technology and scalable solutions that reduce risk, control costs and strengthen customer satisfaction.

Shippers don't need a crystal ball to understand where the market is heading. They watch the same signals carriers track, and right now bids are on the rise. That early sign of a shift toward tighter capacity has companies looking for ways to secure dependable service before the scramble starts.

Carriers read the uptick in RFPs as a clear

signal too. "We're experiencing an influx of bids and requests for proposals," says David Fussell, VP of Dedicated Sales at Averitt. "That tells us shippers expect tighter capacity and they want to get out in front of it." Smart companies are already working to secure consistent service rather than risk a scramble for trucks once spot markets tighten.



"We're experiencing an influx of bids and requests for proposals. That tells us shippers expect tighter capacity and they want to get out in front of it."

— David Fussell,
VP, Dedicated Sales, Averitt

Shippers are shifting from transactional models to long-term partnerships that give them steady access to equipment and drivers. "By the time truckload or one-way capacity dries up, it's too late to go searching the broker boards," Fussell says. "The smarter shippers take action now instead of waiting until they're in panic mode."

More shippers are questioning whether running a private fleet still makes sense. Insurance premiums keep climbing in today's litigious environment, and smaller carriers often struggle to meet coverage requirements. Many companies are exploring dedicated capacity with providers that deliver flexibility, route optimization and scalable support. That shift positions them to compete more effectively and sets the stage for solutions like Averitt's dedicated model.



David Fussell,
VP, Dedicated Sales,
Averitt

TURNING FLEET CHALLENGES INTO COMPETITIVE ADVANTAGE

Today's customers are pretty demanding, and they expect faster delivery, tighter appointment windows and complete visibility into their orders. Meeting those expectations while keeping costs under control has become one of the toughest challenges for shippers, especially with demand swings and labor shortages still in play.

Static route designs don't cut it anymore.

Companies that lock in the same number of trucks year-round often end up with excess equipment during slow periods and not enough capacity when volumes spike. Flexibility has become essential.

"Shippers want solutions that flex with their needs," says Fussell. "It's no longer about running the same routes with the same equipment every day. They want nimble operations that can scale up when volumes surge and scale back when demand slows, all without losing efficiency."

SECURING CAPACITY WITHOUT THE HASSLE

In trucking, dedicated means a shipper has a fleet of equipment and drivers that run exclusively for its business. Unlike one-way truckload or spot-market moves, dedicated gives companies consistent capacity that's tailored to their network and their needs.

Dedicated can look different for each shipper. For example, one company may choose a full outsourced fleet with drivers, trucks and support staff managed by a carrier partner. Another may opt for a hybrid model that supplements an existing private fleet with extra equipment, drivers and technology. Both of these approaches give companies dependable access to trucks without the burden of managing them alone.

“Dedicated makes transportation work the way each shipper needs it to,” says Fussell. “For some that means turning over the entire fleet. For others it means blending what they already have with added resources. The goal is always the same: Secure capacity without the hassle of running it yourself.”

The model also brings added value. Carriers can provide route optimization tools, equipment designed for specific freight and maintenance support that keeps trucks on the road. Many programs also include technology for real-time visibility and contracts that adjust as demand rises or falls.

At its core, dedicated helps companies focus on growth while their transportation partner handles the fleet. Shippers gain reliable service, more flexibility and better cost control while freeing up resources to put back into the business. Companies also gain access to expertise and technology that

would be expensive to develop on their own. By outsourcing dedicated operations, they tap into trained drivers, advanced systems and compliance support while avoiding the cost of equipment, maintenance and staffing.

“Shippers sometimes hesitate to ‘give up’ what they see as control of a private fleet,” Fussell says. “However, once they see that dedicated drivers stay with their account and GPS tracking gives them real-time visibility, that hesitation goes away. With dedicated, they can keep the control that matters while removing the burden of managing their own fleet operations.”

4 COMMON MISCONCEPTIONS ABOUT DEDICATED

Dedicated transportation has become one of the most flexible and scalable models in the industry, but a few misconceptions persist. Here are the top myths that often surface and how dedicated services actually work.

- 1 **It's only for large shippers.** Dedicated isn't limited to large operations. Many accounts run 10 trucks or fewer, and some start with a single truck. “Dedicated works for companies of every size, from one truck to several hundred,” Fussell says.
- 2 **It's always the costliest option.** Dedicated doesn't always cost more. With optimization tools and flexible contracts, fleets can be sized to match demand and avoid paying for idle assets. “Dedicated can actually reduce costs,” Fussell says. “By eliminating underutilized trucks and drivers, many companies save money compared to other models.”
- 3 **It limits flexibility.** Quite the contrary. In fact, dedicated provides steady coverage while also letting companies adjust capacity during peak seasons or slower periods. Dedicated gives shippers more control and lets them scale capacity as business changes. “They know the trucks will be there when they need them,” Fussell adds.
- 4 **It's not scalable.** Dedicated grows right alongside the businesses that it serves. As demand expands, the model adds equipment and drivers while keeping service consistent. “Dedicated is designed to grow with a shipper,” Fussell says. “It scales as demand increases and as customer expectations rise.”

Dedicated gives shippers options they can shape to fit their business. It can start small, control costs, add flexibility and scale as demand grows. This innovative outsourced management model combines consistency with flexibility and gives companies a fleet solution that fits their needs today and tomorrow.

“Dedicated makes transportation work the way each shipper needs it to. For some that means turning over the entire fleet. For others it means blending what they already have with added resources. The goal is always the same: Secure capacity without the hassle of running it yourself.”

— David Fussell, VP, Dedicated Sales, Averitt

VIRCO & AVERITT: AN ENDURING SUPPLY CHAIN PARTNERSHIP



For over 15 years, the relationship between Averitt and Virco, an American manufacturer and supplier of school furniture and equipment, has continued to thrive and grow. From standard LTL services to dedicated fleet operations, and international forwarding, Averitt helps Virco provide first-class delivery experience to schools and offices—even through the most challenging of times. In this video, shippers learn about the relationship and how Virco's supply chain remains resilient with the help of Averitt.

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DEDICATED IN ACTION AT VIRCO

Picture a 53-foot tractor trailer pulling up to a school that has no loading dock, no custodial staff on hand and only a bookkeeper available to receive it. That's the delivery reality for Virco, a leading manufacturer of school furniture that serves districts across the country.

Every order needs more than just transportation. It requires drivers who understand the unique challenges of school deliveries and the flexibility to help get products into the right place without adding stress to already stretched school staff.

While Virco continues to use a mix of carriers to move its truckload shipments, the company added Averitt's dedicated service to handle its most complex deliveries. The broader network of providers meets many needs effectively, but when schools face unique challenges—such as limited staff or no dock access—dedicated gives Virco the added flexibility and support to ensure those deliveries go smoothly.

"We realized some of our customers needed an extra level of support that went beyond a standard delivery. Dedicated gives us the flexibility to provide that when schools need it most."

— Paul Gall, VP of Logistics, Virco

"We realized some of our customers needed an extra level of support that went beyond a standard delivery," says Paul Gall, VP of Logistics at Virco. "Dedicated gives us the flexibility to provide that when schools need it most."



Paul Gall,
VP of Logistics, Virco

Gall says the partnership with Averitt made sense because of the carrier's history with Virco as its primary less-than-truckload (LTL) provider. "They already knew our customers and the unique demands of school deliveries," Gall says. "That knowledge, combined with competitive pricing and a commitment to partnership, made Averitt the right choice."

Today, Virco runs five tractors, five drivers and 12 trailers as part of its dedicated setup with Averitt. The manufacturer uses those assets to handle complex deliveries, often where liftgates are required or access is tight. The dedicated drivers know the customers, understand school environments and handle deliveries with care.

OUTSOURCING DEDICATED FLEET OPERATIONS: NCH'S SUCCESS WITH AVERITT

Matt Ehlinger, VP of Transportation with NCH Corporation discusses how outsourcing dedicated fleet operations has helped their team focus on what they do best. He shares why they chose to outsource their dedicated fleet operations to Averitt and how it's transformed their logistics. From tackling driver shortages and rising costs to finding a partner who delivers consistent service and flexibility, Matt breaks down the real benefits of outsourcing.



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“Dedicated removes the burden of managing fleets and gives shippers a turnkey solution. Shippers get consistency, lower risk and a partner that’s committed to keeping their business moving.”

*— David Fussell, VP,
Dedicated Sales, Averitt*



Dedicated also gives Virco cost stability and the confidence that once a shipment is on a truck, the delivery will run smoothly. The results show up in stronger service levels, fewer delivery issues and better customer satisfaction. For Virco, dedicated adds an extra layer of confidence. It ensures complex deliveries are handled with care while complementing the company’s broader transportation strategy.

A TURNKEY FLEET MANAGEMENT SOLUTION

As companies like Virco have discovered, using dedicated takes the headaches out of transportation and replaces them with consistency, reliability and room to grow. Shippers don’t have to recruit drivers, manage liability or sink capital into equipment. They gain a younger fleet, ongoing maintenance, modern

technology and contracts that flex with their needs while they stay focused on running their business.

Averitt strengthens that value even further by continually investing in new tractors—with an average fleet age of less than three years old—which gives customers access to dependable equipment and advanced tools without having to lift a finger.

“Dedicated removes the burden of managing fleets and gives shippers a turnkey solution,” Fussell says. “Shippers get consistency, lower risk and a partner that’s committed to keeping their business moving.” For companies facing rising costs and mounting pressure from customers, dedicated has become the smarter way to secure capacity, leverage the power of technology and position themselves for long-term success. •

GETTING CREATIVE WITH TRANSPORTATION

COST CUTTING AND SERVICE-LEVEL IMPROVEMENT

BY BRIDGET MCCREA, CONTRIBUTING EDITOR

These two companies are leveraging strong industry partnerships and technology to save money, improve service levels, and streamline their logistics and transportation functions for future success.

Transportation plays an important role in any product-centric company's business, but it can also take a big chunk out of these organizations' bottom lines. In fact, aside from labor, it's often the biggest cost of doing business for manufacturers, distributors, and retailers. Less-than-truckload (LTL) trucking can be a major expense, but it's also a necessity in a business environment where smaller orders have to be delivered faster than ever.

Companies are turning to transportation providers and experts for help managing these complexities while also keeping accessorial, fuel, and other surcharges in check. For example, large national distributor Rexel is working with a long-time transportation partner to get its geographically-dispersed locations working from the same playbook when it comes to LTL and other transportation spend.

Rexel is also leveraging technology to gain better insights into that spend and has consolidated its LTL partner network down to a more manageable number. As a result, the moves are helping the company leverage its bargaining power when negotiating its transportation contracts.

All South Flooring is also getting creative with its transportation strategies by working with a carrier that drops an LTL container every day, waits for the flooring wholesaler to fill it up, and then comes back later in the day to pick it up and get orders delivered quickly.

The strategy is working very well for the wholesaler, which can now meet its customers' demands for fast delivery based on later cut-off times.

Here's how these two organizations are leveraging their strong partnerships and technology to save money, improve their logistics operations, and provide higher levels of service to their own customers.



FLEET STRATEGY SELF-ASSESSMENT TOOL

Managing a private or outsourced fleet comes with challenges—rising costs, driver availability, liability, and the constant need for flexibility. But how do you know if your current approach is the right fit for your business? That's where our Dedicated Fleet Self-Assessment Tool comes in. Answer a short series of questions about how you manage your fleet today and you'll instantly receive a score with insights into whether a dedicated fleet could help optimize costs, increase efficiency, and reduce risk.

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ALL SOUTH FLOORING'S FAST DELIVERY SECRET

When a customer calls All South Flooring to place an order for material, the wholesaler knows that any shipping delays may hold up the progress on an entire job.

That's why the Charlotte, N.C.-based wholesale flooring distributor began using a unique less-than-truckload (LTL) approach roughly three years ago.

From its 29,000-square-foot warehouse and office in Charlotte, All South Flooring serves customers across most of the Southeastern U.S., where commercial flooring contractors, dealers, and retailers rely on the company for a broad range of flooring styles, designs, and options.

Greg Capell, VP of finance and operations, says that one of the company's core go-to market strategies involves "making a splash" and grabbing market share based on service and delivery.

All South Flooring's specific geographic footprint allows the company to get deliveries to its customers within a relatively short period of time—usually next day.

That timing extends to two days in certain parts of the wholesaler's service area. "We modeled our business to be extremely customer service oriented, with quick turnaround of orders and fast delivery times," says Capell.

To accommodate its growing customer base, All South Flooring sought out an experienced, reliable transportation provider to help it meet its fast delivery time commitments. It selected Averitt and then set up an innovative partnership with the logistics and transportation provider.

Instead of booking LTL shipments using live loads and aligning last-minute cutoff times with Averitt's pickup times, All South Flooring gets a daily (Monday through Friday) trailer drop, fills up the trailer, and Averitt sends a driver to pick up and replace the trailer, usually between 5 p.m. and 6 p.m.

"This gives us the flexibility to take next-day or two-day customer orders until the 11th hour," says Capell. The wholesaler does use daily cutoff times, but if a customer calls at 3:30 p.m. on a Wednesday in

urgent need of flooring to get a project finished, he'll get that order on Thursday as long as All South Flooring has the products in stock.

"I can make a call to the warehouse and say: 'Hey, this one's hot. Go ahead and pull it and get it on the truck,'" Capell explains. "We're not working up against a timeline and we can basically guarantee—assuming we have the inventory—next-day delivery to about 90% of our customers."

All South Flooring also differentiates itself by not adding freight surcharges for standard shipping services, which means there are no surprises when its customers get their invoices. This applies to residential and retail orders, and it closely parallels the "Amazon mindset" that consumers have grown accustomed to when it comes to fast orders and shipping cost transparency.



All South Flooring gets a daily (Monday through Friday) trailer drop, fills up the trailer, and Averitt sends a driver to pick up and replace the trailer, usually between 5 p.m. and 6 p.m.

"In this business, you can only control what you can control, and we don't always know what the circumstances are when a customer calls at 4 p.m. to place a next-day order. All we can do is try to service them to the best of our ability" says Capell. "Our arrangement with Averitt takes the pressure off our internal operations and gives us the flexibility to respond very quickly and confidently in those situations."

Having a trailer dropped and picked up daily also gives the wholesaler some breathing room when it comes to loading orders, packaging items like 8-foot-long moldings and performing quality control checks.

"Knowing that our backs aren't up against the wall when it comes to timelines and getting orders

dispatched has been a major benefit,” says Capell. “With Averitt as our partner, we’ve established a very scalable freight model that’s a win-win for ourselves and our entire customer base.”

REXEL: REINING IN LTL COSTS & EXPANDING FREIGHT VISIBILITY

As an electrical distributor with 27 distribution centers nationwide, Rexel USA serves areas that expand out as far as 100 miles from each of those facilities. Safe to say, the distributor has a lot of ground to cover every day—both in terms of overnight replenishment to each branch and last-mile delivery to its customers.

Rexel is also in the business of acquisitions, having acquired a number of other distributorships over the past 10 years. This created some fragmentation within the broader, parent company’s transportation network.

“As we assessed our transportation spend, it was evident that we needed to do a better job of leveraging partnerships with our LTL carriers,” says Julie Massey, VP of procurement, transportation, and logistics.

“Our transportation spend was spread across multiple different LTL partners,” says Massey, whose four-person team supports nine U.S. regions for the large distribution firm. Rexel has been working with AFS Services for about 20 years and turned to it for help streamlining its LTL component, gaining better visibility over it and driving some of the cost out of this critical aspect of its supply chain.

Massey says the distributor developed a request for proposal (RFP) focused on getting the very best LTL rates available for the high volume of product that the company moves on a daily basis.

The company uses AFS’ transportation management system (TMS) and relies on the transportation expert to help ensure that all DCs and large branches are choosing the optimal carrier for all shipments.

Through this partnership, Rexel pared down the total number of carriers that it works with from 30 to only 12, including two national and 10 regional LTL carriers. By concentrating its shipment volume

down to just a dozen providers, the national distributor was able to shave about \$2.2 million from its annual transportation spend. Rexel uses its TMS to ensure that those select carriers are indeed used for all shipments, effectively taking advantage of its contracted rates.

Rexel also renegotiated its small parcel shipments and recently signed a new contract that provides \$1.5 million in annual savings on that freight option. The company is controlling shipping costs and getting consistent, reliable service from the 12 carriers that it works with.

These wins are all very important for a large distribution firm that services millions of customers from hundreds of branches and DCs around the country.

This year, Rexel is partnering with AFS to build out a “transportation scorecard” using the Microsoft Power BI interactive data visualization platform. “AFS’s analytics team is working with us to design that,” says Massey. “Once the scorecard is in place we’ll have in-depth visibility into our transportation spend.” For example, Rexel will have easy access to data like shipments by branch/location, transportation mode, and specific package details.

With this new transportation scorecard, all transportation expenses, accessorial charges, fuel surcharges, and other expenses that can drive up freight

costs will be available on a user-friendly dashboard. Rexel can then use that data to improve its logistics and transportation decision-making.

“That will help us complete transportation reviews within each of our regions and drive

accountability with them because at the end of the day, we want them to have the tools to be successful with transportation management,” says Massey, “and transportation hits their profit and loss [statements].”

Massey says the scorecard will be rolled out in November, and it will include Rexel’s spend across all modes, including LTL, small parcel, and ocean.

The company is also building in cost information on its own private fleet of delivery vehicles as well. “It will be a comprehensive scorecard from soup-to-nuts on our transportation spend.” •

“This year, Rexel is partnering with AFS to build out a ‘transportation scorecard’ using the Microsoft Power BI interactive data visualization platform...”

“AFS’s analytics team is working with us to design that. Once the scorecard is in place we’ll have in-depth visibility into our transportation spend.”

*—Julie Massey,
VP of Procurement, Transportation, and Logistics at Rexel*

5 ADVANTAGES OF OUTSOURCING DEDICATED FLEET OPERATIONS

When it comes to simplifying and streamlining transportation management, using a dedicated fleet within your operations can give you total control of your shipping needs. On the other hand, managing a dedicated fleet can also be a very time-consuming and resource-heavy burden for organizations of any size.



One practical solution that companies with regular volume shipments can take advantage of is outsourcing their dedicated fleet operations. This solution helps businesses redirect their focus on core operations while entrusting transportation veterans to manage and execute the company's delivery and distribution needs. Not only can an outsourced dedicated fleet solution deliver increased efficiency, it can also allow teams to spend more time growing the business rather than worrying about the logistics.

WHAT IS A DEDICATED FLEET?

As the name implies, [dedicated fleet services](#) refer to the allocation of vehicles exclusively for the freight transportation needs of a single business. Outsourcing these operations means entrusting the management of these fleets to external experts, which offers a stark contrast to the resource-heavy demands of [in-house fleet management](#). This approach offers the dual benefits of reducing the business's operational load while providing greater efficiency and scalability.

THE ADVANTAGES OF OUTSOURCING TRANSPORTATION

There are many benefits to outsourcing dedicated fleet management. In the following sections, we will cover a few of the reasons that make this strategy favored by businesses across every industry.





1 Ability To Focus on Business Growth

Outsourcing fleet operations allows businesses to redirect their focus and resources toward their core activities. This shift leads to greater efficiency and productivity, as companies can concentrate on what they do best without the distractions and complexities of managing equipment and drivers. By leveraging the expertise of specialized dedicated fleet providers, businesses can ensure that their distribution needs are met while they focus on growing their business.

2 Cost Efficiency and Financial Flexibility

The process of outsourcing fleet operations can lead to substantial cost savings by eliminating the need for businesses to invest in acquiring their own fleet, ongoing maintenance, and staffing. This shift from a capital expenditure to an operational expenditure gives companies greater financial flexibility – allowing them to adjust more easily to market changes and allocate resources more strategically. This model not only streamlines budgeting but also improves cost efficiency.

3 Access to Expertise and Advanced Technology

Outsourcing dedicated freight transportation can also grant access to industry expertise and the latest technologies used by carriers. Notable dedicated fleet service providers continuously invest in advanced systems and [driver training](#), ensuring their drivers and operational teams are up-to-date with the latest [safety](#) and regulatory standards.

This partnership not only improves the quality and efficiency of fleet operations but also significantly reduces the risk for businesses, allowing them to enjoy the benefits of cutting-edge solutions and industry-leading practices without the need for internal development and training programs.

4 Scalability and Flexibility

Outsourcing a dedicated fleet can also provide scalability and flexibility to match the ebb and flow of a business's operational growth or dips. This model simplifies adjustments for fluctuating demand, allowing for easy expansion during peak times and efficiency during slower periods without the operational complexities of managing a fleet and drivers.

5 Risk Management and Compliance

Engaging experts in dedicated fleet operations can also significantly strengthen a company's risk management strategy and compliance with transportation regulations. This approach not only shields businesses from potential legal and financial pitfalls but also ensures a strong framework for operational safety and compliance.

By relying on the expertise of specialized providers within the transportation industry, companies benefit from a comprehensive understanding of the regulatory landscape, which helps reduce their liability.

EVALUATING THE RIGHT PARTNER

When vetting a dedicated fleet services provider, businesses should prioritize organizations with a demonstrable track record of experience, advanced technological utilization, and operational flexibility. This ensures the partner can adapt to changing business needs, offer innovative solutions, and be proactive when challenges arise. Evaluating these criteria will guide companies to a partnership that supports business growth and maintains compliance with industry standards.

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At Averitt, our [dedicated fleet services](#) focus on delivering reliable, compliant solutions. We leverage over 50 years of industry expertise backed by the industry's most modern equipment and technology. Our fleets utilize a [wide range of technologies and practices that reduce the environmental impact of our operations and your supply chain's carbon footprint](#). As an extension of your business, our drivers and teams are trained to represent your brand to the highest standards.

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