

TRANSFIX³

CASE STUDY

Case Study: GRD & Transfix - Driving Growth and Diversity



Carrier Growth:
100+ trailers added
to the GRD fleet



Fortune 50
Shipper
Partnership



GRD's certification as
a Minority Business
Enterprise (MBE)

At Transfix, we're not only working to transform the transportation industry with our innovative freight solutions; but also to **advance the positions of small and minority businesses in the logistics space** and to increase the overall use of diverse carriers.

This case study delves into the **success story of GRD Trucking Inc., a minority-owned business that has achieved substantial growth by partnering with Transfix.** Our strategic engagement with GRD has empowered Transfix to drive creative solutions for our shippers, while advancing supplier diversity and shipper investment into minority-owned businesses.



GRD Trucking Inc. & Transfix Partnership History

2017

GRD Trucking Founded

GRD Trucking was established in 2017 by Harpal Singh with just one truck which he owned and operated.

2021

Partnership Begins

GRD Trucking, a minority-owned business, entered into a transformative partnership with Transfix in 2021.

2023

Growth and Expansion

With Transfix's support, GRD Trucking has expanded its reach, diversified its services, and increased operational efficiency. Now, six years later and far larger than a single power unit, this carrier enterprise has expanded to more than 60 power units and 200+ trailers, and become one of Transfix's most important strategic partners.



How GRD became active Transfix users

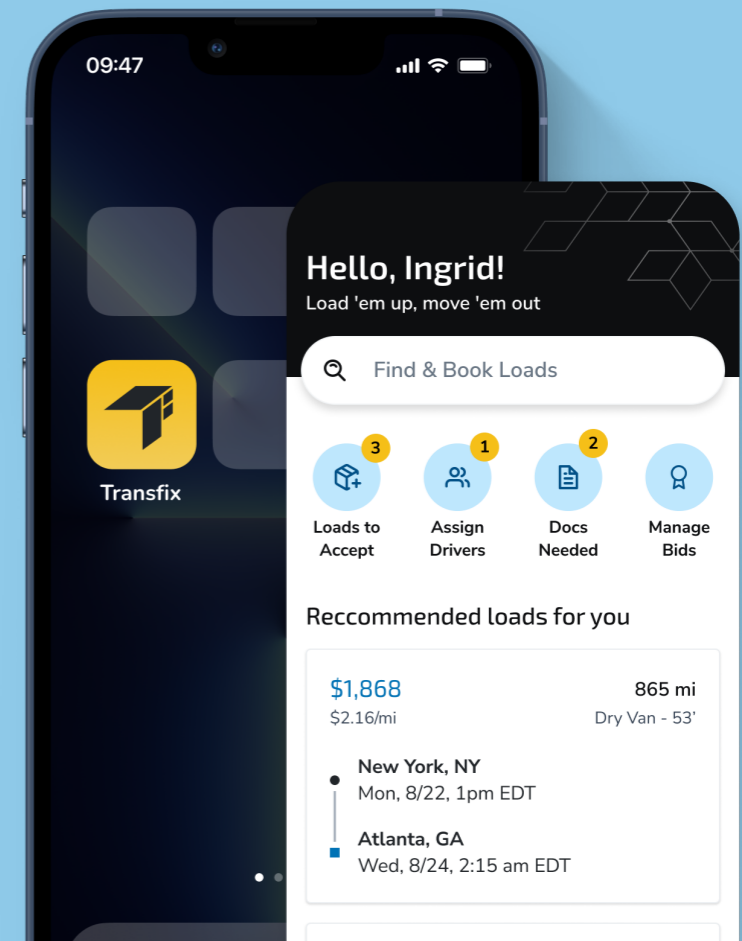
Transfix and GRD's partnership began in Q3-2021, when GRD began executing shipments in the local Southern California (SoCal) market.

Impressed by the **innovation and user-experience of the Transfix carrier app** and best-in-class carrier support with a human touch, they quickly became active users of the Transfix marketplace—

Increasing their load coverage by

5X in their first month

Procurement leaders were quick to engage and explore strategic opportunities based on GRD's impressive service and rapidly growing activity since joining the Transfix marketplace.



“We increased our coverage with Transfix because of how their team communicates with transparency. It made us very comfortable with the partnership.”

– Yeffiry Disla, General Manager at GRD

The Path to Diverse Certification

One of the strategic opportunities pursued was **assisting GRD with becoming a certified Minority Business Enterprise (MBE)**. As Transfix has committed to fostering supplier diversity in the logistics industry, it has been important to help our carrier partners understand just how impactful an MBE certification (among other certifications) can be.

As Fortune 10 shipper enterprises to SMBs grow their ESG initiatives **dollar spend with diverse suppliers plays a large role in driving future decisions.**

Armed with this certification, GRD has differentiated their business, helping shippers deliver on their ESG commitments when delivering their freight.



Transfix's Dedicated Program

Another strategic opportunity pursued with GRD was Transfix's Dedicated Program.

Through this program, **GRD scaled up their drop trailers for a long-term contract** with a major Fortune 50 retailer.

Our dedicated program offers shippers a **customizable solution where equipment is exclusively assigned to a single customer, enabling efficient freight movements and liberation from freight-market volatility.** With Transfix's facilitation, carriers and shippers can strategically engage with one another to drive efficiencies.

On their collaboration with Transfix on the dedicated program, Yeffiry Disla shared,

"The Program was a game changer for us. It gave GRD consistent work and we were able to take that to the bank, to other customers when bidding, and other entities requiring a track record of business and success. The growth has allowed us to bring in new accounts, new brokers, and has even improved our driver recruiting through word of mouth and name recognition."

– Yeffiry Disla, General Manager at GRD

Benefits Experienced by GRD Trucking

As our flagship carrier for dedicated solutions in So-Cal, GRD has seen:



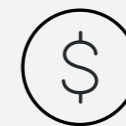
Sustainable Growth

Through a long-term relationship with the dedicated program, GRD Trucking gained a reliable revenue stream, enabling them to invest in expanding their fleet and workforce. Revenues increased at GRD by 82% in the first six months of 2023 when this long-term relationship began as compared to the same period in 2022.



Resource Empowerment

Partnering with Transfix provided GRD with access to cutting-edge technology and logistics experts, helping them to streamline their operations, improve visibility, and enhance customer service.



Financial Stability

With rates locked in, GRD found themselves continuing to grow despite the less-than-optimal freight market conditions of the past 12 months.



Learn more

For more information on Transfix's supplier diversity program and other ESG initiatives and their impact on the greater freight industry, [click here](#).