

TRANSFIX

FLOOR &  
DECOR

CASE STUDY

# Floor & Decor Eliminates 2K+ Stops in Over-the-Road Freight Strategy

Vendor Direct-to-Store Pilot Program  
Decarbonizes Major Freight Routes

# Floor & Decor is a publicly traded leading specialty retailer of hard surface flooring



Founded in 2000



Headquartered in Atlanta, GA



\$4.3B 2022 Net Sales



191 retail warehouse-format stores and five design studios across 36 states



Partnership with Transfix, 2017-Present



Launch of Vendor Direct-to-Store Pilot: 2021

## VENDOR DIRECT-TO-STORE PROGRAM OUTCOME



2,000+ fewer stops to DCs



~350,000 fewer miles driven



530,000+ fewer kilograms of carbon emissions\*

\*Based on SmartWay data, this figure was calculated assuming a semi-efficient truck utilized for those miles (1550 g/m of carbon)

# Partnership History

For the past eight years, Transfix has worked as a strategic freight partner to help streamline and optimize Floor & Decor's full truckload networks. The trust that has developed over time has engendered tremendous innovation and growth for both companies.

## Problem

For Floor & Decor – like most retailers – it's all about getting the right product to the right place at the right time. In 2021, the flooring retailer knew that its over-the-road strategy could be more efficient and inventory from vendors could arrive more quickly to stores by eliminating unnecessary stops to distribution centers.

While Floor & Decor mainly leveraged a drop trailer network of dedicated assets for domestic outbound freight, it was looking for a more strategic partner to help find network efficiencies and in turn, reduce unnecessary miles driven.

## Solution

Floor & Decor approached Transfix to develop this pilot project with a key domestic supplier, a tile manufacturer, whose operational needs aligned with Transfix's expansive network of carriers and Floor & Decor's goals: to save money, accelerate delivery time, and ensure a smooth loading and unloading experience.

While the Direct-to-Store program initially focused on delivering straight to stores in the Southeast, Texas, & the Southwest at large, the program gradually expanded to stores in the West, Northeast, and the Midwest.

“Transfix is a broker that utilizes small to midsize carriers to operate as an asset carrier. Using this strategy and their network of carriers, we are able to partner with them on one-way movements, which help drive cost efficiencies and reductions in empty miles across our supply chain.”

– Charles Chambers, Director of North American Logistics at Floor & Decor

# Outcomes

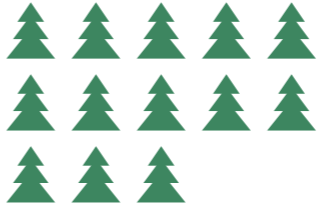
In the two years since the program’s inception in 2021, these strategic one-way movements eliminated over 2,000 extra stops to Floor & Decor’s distribution centers, nearly 350,000 extra miles driven, and countless hours of loading and unloading at the docks.

In addition to reducing fuel usage and freight costs, the Direct-to-Store program has helped reduce Floor & Decor’s carbon footprint. These strategic one-way movements have reduced their carbon emissions by over 530,000 kilograms.\*

“Transfix was a key supplier to support our Vendor Direct-to-Store program, which eliminates a stop to our distribution centers, helping get products to stores quickly to support sales. Due to the success of this Direct-to-Store pilot, we will continue working closely with Transfix to potentially implement this strategy with additional vendors.

– Charles Chambers, Director of North American Logistics at Floor & Decor

**With 530,000+ kg of excess carbon emissions saved, we’ve cleared the way for an estimated 21,300<sup>1</sup> trees to consume other carbon in our atmosphere**



142  
acres<sup>2</sup> worth of trees!



426  
homes could be built off of the amount of trees<sup>3</sup>

907  
full truck loads of lumber by weight!<sup>4</sup>



\*Based on SmartWay data, this figure was calculated assuming a semi-efficient truck utilized for those miles (1550 g/m of carbon)

<sup>1</sup>Based on data from [8 Billion Trees](#), estimating the average tree consumes 25 kg CO2 annually

<sup>2</sup>Based on data from [oregonmetro.gov](#) estimating that an acre can typically sustain 100-200 trees

<sup>3</sup>Based on data from [8 Billion Trees](#), estimating a 1500 sqft home requires 30-75 trees

<sup>4</sup>Based on data from [The Timberland Investor](#), estimating the average tree weighs one ton (2,000 lbs)



## Learn more

For more information on Transfix's strategic brokerage and software solutions, [click here](#).