

CUSTOMER CONNECTION



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Wheels Group of Companies MAKING THE RIGHT CONNECTIONS



Since 1988, the Wheels Group of Companies has been moving highway, ocean, air, and intermodal cargo around the world, providing service that you might even say is "out of this world." In fact, last year, Wheels International Freight Systems, one of the Group's divisions, transported components for the solar array to be added to the International Space Station. It carried the sensitive cargo from its manufacturer to a rendezvous in Florida for the final leg of its journey into space, giving a whole new meaning to the concept of "intermodal transportation."

The Wheels Group partners with over 2,000 highway carriers, all major railways in North America, and scores of airline and ocean

carriers to literally bring the world to the customer's dock. "We really cover all the services that you will find or need within a typical supply chain," says Jim Davidson, President of iWheels Dedicated, another division within the Group. "The breadth of our organization is very wide, so we can and do provide one-stop shopping for those people who are looking for help within their supply chain, whether that is re-engineering or optimization, or moving an intermodal container from point A to point B."

With its vast array of services, the Wheels Group functions as both a third-party (3PL) and fourth-party (4PL) logistics provider, explains Davidson. For example, the iWheels Dedicated

division, which employs some 400 drivers, is considered a "light asset" 3PL, while Wheels International is a "non-asset" 4PL, working with various partners to manage its customers' entire supply chain. Wheels Group boasts a "very strong customer base comprising a number of Fortune 100 companies," says Davidson.

A company on the move in more ways than one, the Wheels Group grew more than 35 per cent last year, "and we're targeting very aggressive growth again this year," says Davidson. He attributes the Group's success to "doing those common things uncommonly well." While he also praises the company's ability to leverage its sister divisions, its corporate culture, and other

strengths, in the end, it comes down to "those very mundane things that we just do a good job on. That's the differentiator."

While Davidson, who is also the new chairman of the Logistics Institute, has been with the company for about three and a half years, he says its relationship with Trailcon Leasing "goes way back." Trailcon is not only a supplier of trailers to the Wheels Group, but it also runs a full maintenance program for all of the company's trailers, whether or not they were leased from Trailcon. Davidson cites "relationships," "flexibility," and "quality" as the basis for the Wheels Group's long-term relationship with Trailcon. It's all part of making the right connections!