



## CASE STUDY



# How Waiākea Water skipped hundreds of terminals to reduce carbon emissions

By shipping with Flock, Waiākea Water experienced more on-time deliveries, enterprise-level support, and sustainable optionality that scales.

PARTNER: Waiākea Water

SINCE: September 2020

SOLUTION: FlockDirect®

## KEY WINS



**\$989K**

in cost savings as of  
December 2022



**97%**

on-time delivery rate



**250+**

terminals skipped



**800+**

metric tons of CO<sub>2</sub>e  
emissions saved



# The Headwinds



Waiākea Water is the world’s first Hawaiian volcanic water company and represents a global brand that’s creating positive, meaningful change. With headquarters in Hilo, Hawaii, their values are based on the surrounding culture and giving back to the local community.

With typical shipments ranging from 8 to 12 pallets and more than 15,000 pounds, Waiākea tried truckload (TL) shipments to avoid less than truckload (LTL) weight restrictions, but it was incredibly costly.

95% of their freight goes to major retailers with strict on-time, in full (OTIF) requirements, including mandatory delivery appointments. When they were able to ship through LTL, Waiākea struggled with delays and lack of visibility into where their freight was.

Waiākea Water Logistics and Operations Manager, Tyler Wright, specifies limited visibility and low capacity as two of the company’s challenges with LTL service.

Waiākea needed a new freight logistics partner who could help them cut costs, slash carbon emissions, and build a true partnership with responsive and proactive communication.

**“With LTL, no one can tell you where your shipment is. We send our LTL shipments early and pray that they’ll arrive on time.”**

Tyler Wright

Director, Warehousing & Logistics  
Waiakea Water

# The Solution



In search of a more sustainable solution, Waiākea came to Flock.

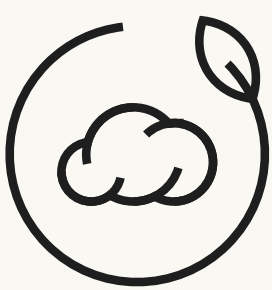
The team recommended our guaranteed terminal-free service, FlockDirect®, where shipments are matched and combined with other freight going in the same direction to create a full load. The freight stays on the same truck, with the same driver, all the way to its destination—and Waiākea only pays for the space they actually need.

By moving Waiākea Water’s freight with Flock’s patented technology, the company met multiple objectives, including: reduced carbon shipping, on-time delivery, excellent visibility, and appointment scheduling.



On time delivery

97%



Reduced CO<sub>2</sub>e by

28%



Cost savings

50%

“Our delivery expense per case is more expensive than most because we ship our product from Hawaii to the Mainland U.S. During our partnership, Flock has helped Waiākea look at our outbound shipping costs with attention on reducing freight spend and lowering internal expenses.”

Tyler Wright

Director, Warehousing & Logistics  
Waiakea Water



# Waiākea Water's Flock Freight experience



## Maximized savings

“We were using TL service to ship freight with 12–14 pallets from Dallas to Florida due to weight constraints. Using FlockDirect® reduced delivery expenses on these types of shipments, sometimes upwards of 50%.”

## Dedicated support

“Flock’s employees are great! Not many other freight providers can give our business a dedicated representative. I appreciate that our Flock rep builds relationships with our warehouse managers and sets up appointments within 24 hours. With Flock, I never have to wonder if my shipments are good to go. Plus, the team’s always on top of any issues that arise.”

## Transparently on time

“In December [2020], FlockDirect®’s on-time percentage was 97%, compared to that of LTL, which was only 83%.”

## Sustainable & scalable

“Working with Flock has been an awesome experience from the start. We have increased efficiency and reduced carbon emissions by 28% with FlockDirect®.”



Insights provided by

Tyler Wright  
Director, Warehousing & Logistics  
Waiākea Water

# Let's talk



Looking for a reliable shipping provider that can help you reduce costs and achieve your sustainability goals? Let's talk about how FlockDirect® can help.

[Book a demo ↗](#)

