



# STRONG ON STEEL

## **RUAN IS A LEADER IN MANY MARKETS.** RUAN REVOLUTIONIZED DAIRY HAULING IN CALIFORNIA. IT HAS VAST EXPERTISE IN RETAIL, GROCERY, CHEMICALS AND INDUSTRIAL GASES. AND, RUAN IS A STRONG FORCE IN STEEL AND OTHER METALS.

Ruan's flatbed steel business goes back decades, and partnerships with companies like O'Neal Steel, Marmon/Keystone, A.M. Castle and Co., Central Steel & Wire, Steel and Pipe Supply and Phoenix Metals have helped change the way steel companies view transportation.

"Working with Ruan gives steel companies a competitive advantage," said Joe Ulrich, vice president of sales at Ruan. "Transporting and delivering these materials is one of the highest costs they have. Our ability to develop more effective, more efficient supply chains can be a major boost to a steel company's bottom line."

Norman Gottschalk, Jr., Marmon/Keystone president, agreed. "Logistics has become so complicated, with all the reports you have to file to satisfy the government, and getting drivers is very tough," he said. "Why not get somebody who has all of this automated to start with? What's more, Ruan has a pool of drivers, so if one quits, we get a new one the next day."

### **PRIVATE FLEET OUTSOURCING**

Transitioning from an in-house fleet to a Dedicated Contract Carriage (DCC) solution with Ruan is a great way to root out inefficiencies. Ruan typically retains about 80 percent of a company's driver force and uses a cost-effective labor strategy to increase driver productivity. Drivers are assigned to one primary route, which helps foster continual supply chain improvement.

Ruan's DCC solution also significantly reduces a steel company's liability and increases their cash flow. That's because all of the trucks are owned by Ruan, so Ruan is responsible for all capital expenditures and insurance costs, and also maintains and repairs the tractors and trailers.

### **IMPROVED LOGISTICS**

Steel customers who choose not to use a DCC solution can still benefit from Ruan's logistics expertise. Ruan works with companies to streamline supply chains and make shipping departments more responsive. Using powerful software solutions, Ruan optimizes routes and loads to reduce costs and improve overall operations.

The company also employs tracking software that allows clients to know where loads are and where loads are needed, any time of day. This is especially important when just-in-time delivery is required.

### **THE HUMAN ELEMENT**

Technology is becoming a large part of the steel supply chain. OEMs are driving the adoption of electronic resource planning (ERP) software so they can better control the raw material costs that their parts suppliers and metal fabricators are paying. These fabricators, however, have no incentive to commit to long-term partnerships with one steel service center or to disclose any internal information that could reduce their ability to negotiate prices. Because drivers — the human element in an increasingly digital supply chain — have established relationships with client customers, they are sometimes able to collect informal market intelligence as they deliver. This level of commitment by Ruan drivers is typical since many feel they are truly an element of the client's team.

"Ruan is an employer of choice and transportation industry leader in terms of service, technology, safety and sustainability," said Dennis Mullen, president and CEO at Steel and Pipe Supply.

**"ONE OF THE MOST IMPORTANT FUNCTIONS AND GREATEST EXPENSES WE HAVE IS DELIVERING MATERIAL TO OUR CUSTOMERS. WE WERE LOOKING FOR A MORE ECONOMICAL WAY TO OPERATE OUR TRANSPORTATION FUNCTION WITHOUT SACRIFICING SERVICE AND QUALITY OR ADVERSELY AFFECTING OUR EMPLOYEES. AFTER EXTENSIVE ANALYSIS, ONE COMPANY STOOD HEAD AND SHOULDERS ABOVE THE REST, AND THAT WAS RUAN."**

— **Holman Head**

*President and Chief Executive Officer, O'Neal Steel*

### **GUARANTEED BRAND AND PRODUCT INTEGRITY**

Whatever solution you choose, Ruan's professional drivers and support staff are dedicated to respecting the integrity of your brand and your materials. Your trucks retain their branding, and Ruan drivers even wear your company uniform if meeting customers is a part of their job. Ruan's professional drivers receive continual safety training and, when necessary, specific materials handling training to ensure product integrity.

**The result is a steel solution that drives productivity and increases your bottom line.**