

Hardwood Producer Achieves 25% Reduction in Drayage Costs with WSI

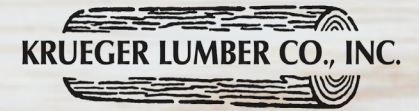
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Meet Krueger Lumber Co.



Krueger Lumber Company is a second-generation, family-owned business based in Valders, Wisconsin, specializing in producing high-quality Northern Hardwood lumber. Since 1969, their commitment to quality, sustainability, and customer service has enabled them to thrive in the competitive forestry industry.

Krueger Lumber Company specializes in producing a wide range of Northern Hardwood species, including Basswood, Hard Maple, Red Oak, Soft Maple, White Ash, and many others. Their sawmill facility in Valders, Wisconsin, is equipped with

modern technologies to precision-process hardwood logs into rough-sawn lumber, adhering to stringent quality standards.

With a strong foundation in Wisconsin's forestry industry, Krueger Lumber Company has expanded its reach to serve customers worldwide, while remaining committed to supporting local landowners and communities. Their expertise, quality products, and dedication to sustainability have earned them a reputation as a trusted partner in the forestry industry.



Overcoming Logistical Hurdles

Krueger Lumber Co. produces high-quality hardwood lumber used in flooring, cabinetry, and countertops, which are products in high demand. Despite having many international customers willing to pay for Wisconsin hardwood, the company faced significant logistical challenges due to limited partnerships and loading sites for Class I rail access in Wisconsin.

The only publicly accessible site was in Chippewa Falls, WI, resulting in a 250-mile dray from his location in Valders, WI. This extended dray, priced round-trip due to the limited number of imports in Wisconsin, cost Krueger Lumber Co. between \$1,600 to \$1,700 for a single dray of a 40-foot container; oftentimes, this was more than the cost to ship the same container from Chicago to China.

*For many companies like Krueger Lumber Co.,
the bottom line is crucial.*





WSI was easy to work with and very knowledgeable about transportation. They were motivated to make our life easier.

Larry Krueger



Finding a Solution through Partnership and Collaboration

Larry Krueger, an owner of Krueger Lumber. He was introduced to WSI (Warehouse Specialists, LLC) – also an advocate for the industry – thanks to their mutual participation in the Wisconsin Paper Council’s Transportation and Forestry Committee. This connection sparked a collaborative approach to addressing the challenges faced by Krueger Lumber and other Wisconsin-based businesses.

While exploring long-term solutions, WSI identified an immediate opportunity to make a positive impact. By leveraging their partnerships with a diverse group of reliable carriers, WSI’s transportation team arranged drayage from Valders, WI to Chicago, IL ports. Through optimized carrier selection and shipping rates, WSI supported Krueger Lumber Co. in achieving a 25% reduction in shipping costs, yielding significant savings and improved efficiency.

25%
REDUCTION
IN SHIPPING
COSTS





About WSI

Warehouse Specialists, LLC (WSI) is a leading 3rd party logistics provider with an extensive network of rail-served warehouses and strong ties to Class 1 railroads. WSI provides storage, handling, ecommerce fulfillment and transportation services to a broad range of industries. Through a commitment to excellence and a focus on customer satisfaction, WSI has been a trusted partner for businesses seeking efficient and cost-effective supply chain solutions for over 58 years. Visit wsinc.com to learn more about WSI.

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Representatives from WSI and Krueger Lumber participated in an expert panel about rail challenges at the 2024 Wisconsin Paper Council's Annual Meeting. Left to right: Scott Van Zeeland, WSI Transportation, Craig Thompson, Former Secretary of Transportation, Larry Krueger, Krueger Lumber Company, Adam Achten, Schneider Intermodal, Anastasia Austin, CPKC and Frank Miller, Green Bay Packaging's Mill Operations Group.

