

AVERITT

CASE STUDY



FROM LOCAL ROOTS TO GLOBAL REACH

How i5 Industries Built a More
Connected Supply Chain With Averitt

A FAMILY BUSINESS.
A GROWING MARKET.
A STRONGER TOMORROW.



GROWTH CHANGES EVERYTHING

What began as a family opportunity in Houston has grown into a business sourcing products internationally – and serving customers across the country.

i5 Industries grew out of Systems Office Furniture, a family-owned company founded in the 1980s. As the business moved from reselling office furniture to developing and importing its own products, its supply chain evolved with it.

That transformation accelerated during the pandemic. Rapid growth, longer lead times, and increasing supply chain complexity made reliable transportation more important than ever.

For i5, the answer was expanding a relationship with a logistics partner that already understood its business.



THE CHALLENGE

Managing Growth Without Losing Visibility or Service

i5's relationship with Averitt began in 2018 with Less-Than-Truckload service. Over time, as i5's business expanded, its transportation needs became broader and more complex.

With products sourced internationally, i5 wanted a clearer picture of its landed costs, including transportation and tariffs. At the same time, keeping shipping costs competitive for customers required dependable LTL service, while specialized projects created occasional needs for dedicated transportation and time-sensitive pickups.

The challenge was finding a way to manage those increasingly diverse needs without sacrificing the service its customers expected.

i5 AT A GLANCE



Family-owned business dating to the 1980s



Sources products internationally



Serves customers across the country



Experienced rapid growth during the pandemic

AVERITT'S SOLUTION

BRINGING MORE OF THE SUPPLY CHAIN TOGETHER

Rather than managing each piece separately, i5 expanded its relationship with Averitt to connect more of its transportation needs through a single logistics provider.



INTERNATIONAL FORWARDING

Moving international forwarding to Averitt gave i5 greater visibility into inbound transportation costs and changing tariffs. When one shipment was mistakenly assessed a tariff of more than 100%, Averitt helped identify and correct the discrepancy – avoiding a potentially prohibitive charge.



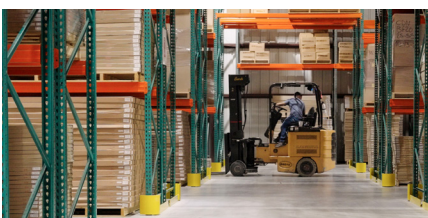
PORT OF HOUSTON DRAYAGE

Located less than three hours from the Port of Houston, i5 benefits from an efficient inbound process. Averitt picks up containers on chassis, delivers them to i5 for unloading within a two-hour window, and returns them to the port the same day – helping avoid unnecessary handling, per diem, and demurrage charges.



RELIABLE LTL DISTRIBUTION

LTL remains critical to i5's nationwide distribution. The company prioritizes Averitt's direct lanes for consistent service and low damage rates – especially important with office furniture, where damaged products can quickly erase the savings of a lower freight rate.



FLEXIBILITY WHEN THE JOB DOESN'T FIT THE ROUTINE

Specialized projects sometimes require solutions beyond everyday transportation. When a Houston decommissioning project required an after-hours pickup, Averitt arranged a dedicated driver and coordinated additional resources through its LTL network to keep the project moving.

THE RESULTS

GREATER **VISIBILITY** CONSISTENT **SERVICE** MORE **FLEXIBILITY**



The expanded partnership has given i5 a more connected approach to managing increasingly complex transportation needs.

GREATER COST TRANSPARENCY

Separating product and transportation costs gives i5 clearer insight into international shipping expenses and tariffs.

STREAMLINED INBOUND LOGISTICS

Direct drayage from the Port of Houston to i5's facility supports quick container turns and helps avoid per diem and demurrage charges.

RELIABLE NATIONWIDE DISTRIBUTION

Averitt's direct LTL network provides the consistent service and low damage rates i5 considers essential to serving its customers.

FLEXIBLE CAPACITY

Access to LTL, international forwarding, and port services gives i5 options when shipments or projects fall outside its normal transportation patterns.

A STRONGER LOGISTICS PARTNERSHIP

Perhaps most importantly, i5 has a team that understands its business and can respond as its needs change – providing the flexibility and support to keep its supply chain moving.

CONCLUSION

A PARTNERSHIP BUILT FOR **WHAT'S NEXT**

More capabilities have created a stronger, more flexible logistics partnership.

As i5 expanded its international sourcing and its logistics needs became more complex, Averitt was able to provide additional capabilities while maintaining the service and responsiveness that established the relationship in the first place.

The result is a partnership that looks very different from where it started in 2018 – broader in scope, more connected, and better equipped to support the business i5 has become.

For i5, that means a logistics relationship built to support the business today – and adapt with it for what comes next.



Averitt has become an extension of our team – one built around relationships, responsiveness, and shared values."

TARA LAUGHTER

President and CEO
i5 Industries



SEE THE PARTNERSHIP IN ACTION

Watch the i5 Industries video at Averitt.com/i5

AVERITT
**THE POWER
OF ONE**