

# *ArcBest*<sup>®</sup>

*Overcoming a 400% Surge in Demand  
in the Medical Equipment Industry*



## The Challenge

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As a leading manufacturer of medical equipment, this division of a global healthcare company was no stranger to the intricacies of producing and delivering critical supplies around the world. From creating reliable products to ensuring safe, timely delivery, every step of their supply chain has always been essential. And there's never been room for error. These complexities were further enhanced when SARS-CoV-2 caused a global pandemic.



Tasked with creating new products to help combat the virus, this division faced multiple challenges-complying with the latest regulations, fulfilling a massive surge in order volume for high-value equipment and adhering to urgent timelines.

While this could have led to supply chain failures, they took a proactive approach to make sure they delivered as promised. They needed support from a responsive company that understood their supply chain. ArcBest met that need.





## The Solution

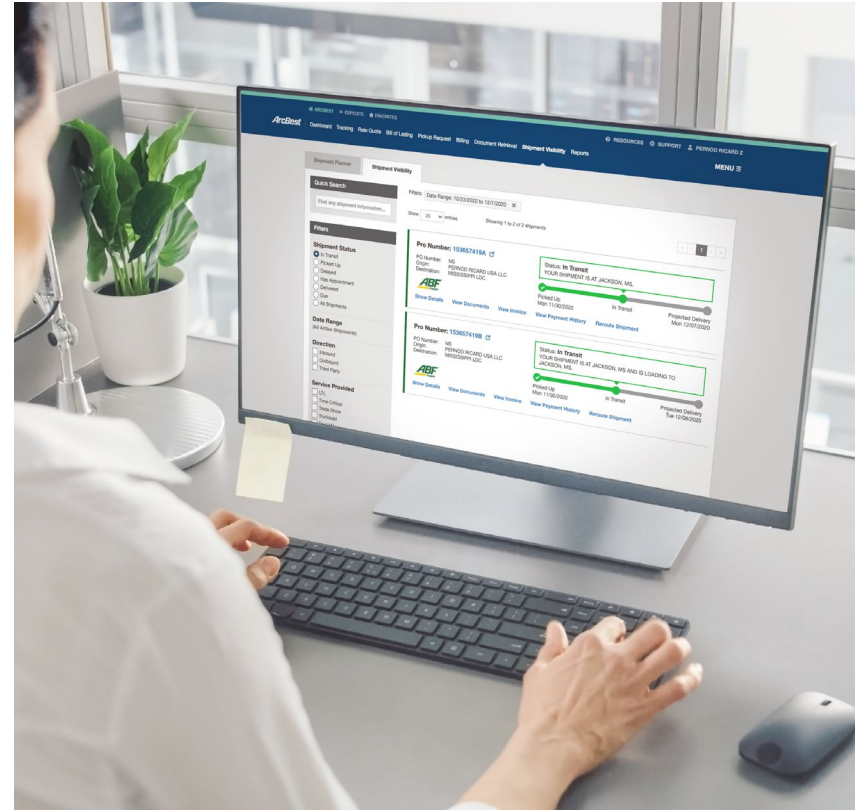
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Taking on the customer's sense of urgency, the ArcBest team was able to implement solutions that kept their supply chain running smoothly. We became a true extension of their team, developing a deep understanding of their business and delivery requirements, helping them navigate new processes and procedures, and saying "yes" when others said no.



Achieving these results was contingent on the ability to scale quickly. As a logistics company with assets, ArcBest was uniquely positioned to provide multimodal solutions for all parts of the customer's domestic shipments-arranging truckload, expedite, final mile services and more to ensure these critical machines were seamlessly delivered to hospitals, universities and laboratories across the U.S.

But the partnership didn't end there. By leveraging our logistics expertise, advanced technology and in depth knowledge of their business, we were able to provide support for other essential tasks like forecasting and shipment planning. So even though order volumes had increased by nearly 400% seemingly overnight, the customer was able to respond quickly and meet strict delivery requirements-all while maintaining their exceptional customer service levels.







## The Result

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High demand for innovative solutions creates challenges that are difficult to navigate even in the most normal circumstances. But through dedication to their work and a reliable logistics partner, this company was able to meet unfamiliar supply chain challenges head-on and deliver what was needed, when and how it was needed.

As the pandemic continues to evolve and logistics requirements constantly change, ArcBest is positioned to pivot with this customer's business needs-creating solutions and offering best in class service with every delivery.

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