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A freight-logistics company in Lake Zurich is using Web-based technology to improve communications and customer service.

**Newly installed Express Technologies software at New Age Transportation, Distribution and Warehousing Inc. enables the company's biggest customer, a cable TV and telecom company, to electronically transfer its purchase orders to New Age. The system is called LoadTech.**

"Price of technology is always an issue, but the key is service," said Carolyn Gable, founder, president and CEO of New Age, which manages the transporting, distribution and warehousing of inbound and outbound freight.

New Age keeps close tabs on the electronic purchase orders. Though the cable TV company is the only customer that has set up the software system to transfer its purchase orders, Gable expects other customers to do so within the next year.

**Paul Maloney, president of Express Technologies, the company that provided the LoadTech software, said New Age's investment is noteworthy because of the results they have already gotten. "New Age's investment gives them a competitive edge," he stated. "They have already landed major accounts from larger competitors due in large part to their technology capabilities."**

Deregulation of the trucking industry in the early 1980s forced the freight industry to take a harder look at technology. Higher fuel costs have also spurred an effort to efficiency. Logistics firms have realized that technology is an important way to control costs for them and their shippers.

Gable, 52, a single mother of seven, has led 15-year-old New Age to a projected \$15 million in billings this year. The company employs 42. She offers customers the most detailed and up-to-date information about their orders, whether they are for widgets or office supplies.

**The LoadTech software enables New Age to gain visibility on critical details written on customers' purchase orders, such as the date a customer wants the supplies delivered. That gives New Age the upper hand against suppliers who may try to rush a sale, which could unnecessarily raise shipping costs for a customer.**

As a result of the LoadTech system, the customer saves money, and New Age enhances its reputation.

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