


Featured Company 

# Running On Advanced Freight Technology

"Partnering with Mothership is one of the best things that has happened to our company."

**Johnny Beig**

Senior Vice President of Alanic Sportswear



## Sportswear is Bulking Up

Alanic is the largest division of Dioz Group, an organization which produces high-quality activewear for merchandising businesses, professional sports organizations, and fitness-focused consumers all over the world. Since 2006 Alanic has supplied over 1,000 large-scale sporting events worldwide with apparel, including the Super Bowl, the World Cup, the Dallas Marathon, the Seattle Marathon, Tough Mudder, the Hot Chocolate race, and the Spartan race. Alanic's goal is to provide the best quality of clothing for playing sports, working out, and staying fit to promote health and self-confidence.

Johnny Beig is the Senior Vice President of Alanic and Dioz Group, overseeing all global sales and operations. He closely monitors supply and demand, changing trends, economic indicators, and the competitive landscape to drive the company toward success. And business is good: Alanic has grown 300% since 2014 and is aiming to hit \$50 million in revenue within five years.

Growth in the sports apparel industry is explosive. According to a report published by Allied Market Research, the global activewear market was valued at \$351 billion in 2017 and is expected to reach \$547 billion by 2024, registering a compound annual growth rate of 6.5% from 2018 to 2024. This is great news for Beig, who hopes to scale Alanic to compete with major players like Nike and Adidas.

## If You're Not First, You're Last

According to Beig, staying on top of massive demand can be a challenge, but it's a good problem to have. "With limited manpower we can get overrun by orders," Beig says. "Keeping up with hundreds of inquiries daily can be overwhelming." And since shipping accounts for a significant portion of Alanic's overhead, efficiency is key.

"We need to work with partners who enable us to provide fast shipping to consumers."



Join the Freight Revolution [www.mothership.com](http://www.mothership.com)

"Logistics and supply chain is one of our biggest costs," Beig states. "Our costs are now higher due to on-demand requirements and competing with companies like Amazon. We need to work with partners who enable us to provide fast shipping to consumers."

## Harnessing the Speed of Freight Technology

Beig discovered Mothership through a business connection in the apparel industry who raved about Mothership's ease-of-use, competitive rates, and developed understanding of how apparel companies need to ship. "The website was so user-friendly—I could see that anybody from our office could jump on the site and make shipments, which creates added flexibility," Beig says. "I knew that Mothership would bring a lot of value to us, so without hesitation I gave it a shot."

**"The website was so user-friendly—I could see that anybody from our office could jump on the site and make shipments, which creates added flexibility."**

Once Alanic had a few shipments going with Mothership, Beig saw immediate benefits from the live tracking tools. "People can see in real-time where their shipment is which helps us provide more value to our customers," Beig says "They can see where the goods are themselves rather than relying on us for updates. This significantly reduced our phone calls because customers no longer call us to see where their goods are."

The time savings alone from live tracking allows Alanic to run their business more efficiently. "Not having to field calls about shipments easily saves me five hours per week," says Beig. "Now we can focus more time on sales rather than logistics."

**"Not having to field calls about shipments easily saves me five hours per week."**

This combined with competitive rates translates to big savings and a competitive edge for Alanic. "Mothership saves us about 15% on shipping," Beig says. "Plus Mothership gave us a competitive advantage by offering shorter wait times and allowing us to surpass companies who are stuck in old ways."

Once Mothership demonstrated it could provide measurable improvements to how Alanic does business, Beig decided to shift budget away from other shipping companies to entrust Mothership as their primary freight partner within the United States. "We no longer do business with carriers that we used to work with for many years," Beig reveals. "Partnering with Mothership is one of the best things that has happened to our company."

