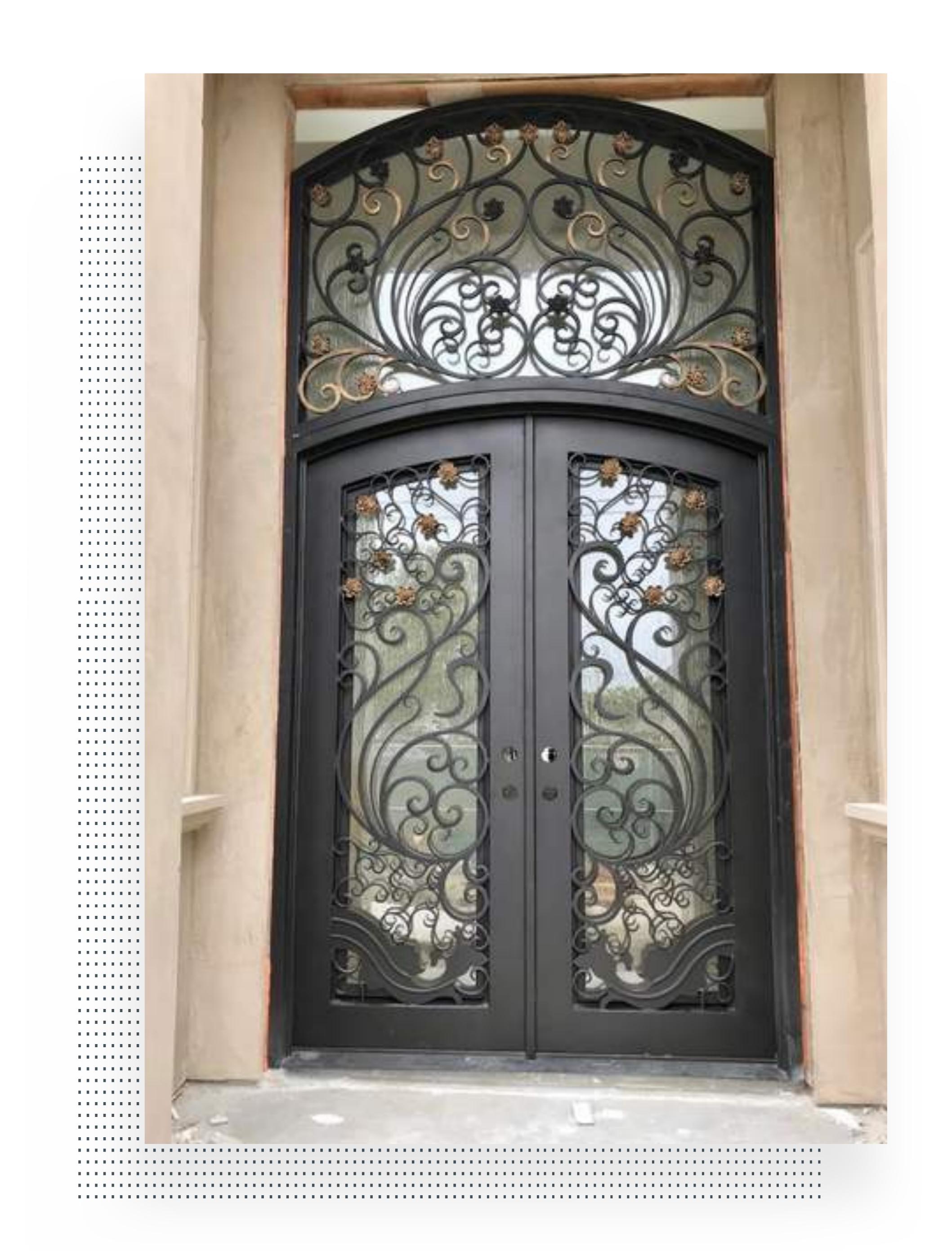


# Faster freight opens new doors for growth

"Mothership is five stars across the board."

#### Myles Alexander

Vice President of U.S. Sales & Acquisitions, BGW General Manager, Door Destination



# Hinging on Reliable Distribution

Door Destination is the direct-to-consumer division of BGW based out of Los Angeles and China with a primary focus on the manufacture, sales, and distribution of doors. Since 1992 they've sold more than a million doors to homeowners across the United States. As a full service manufacturer, importer, and wholesaler of doors, Door Destination's mission is to provide the end customer high-quality products at a price that usually only general contractors and developers have access to. They cut out middlemen by controlling design, manufacturing, and distribution, then sell products to consumers without the astronomical markup of larger distributors.

Myles Alexander is the Vice President of U.S. Sales & Acquisitions of BGW and the General Manager of Door Destination. He manages warehouse operations, sales chains for imported products, and the acquisition, development, and implementation of imported product lines for the United States. "As the VP, all U.S. business interests flow through me," Alexander says. "To be successful I need steady costs that I can project, on-time shipments, and an easy flow of product leaving the warehouse."

### Mitigating The Risk of Damaged Cargo

"With our previous carrier, one out of three doors were damaged on arrival. We were spending too much on shipping costs and needed a better solution."

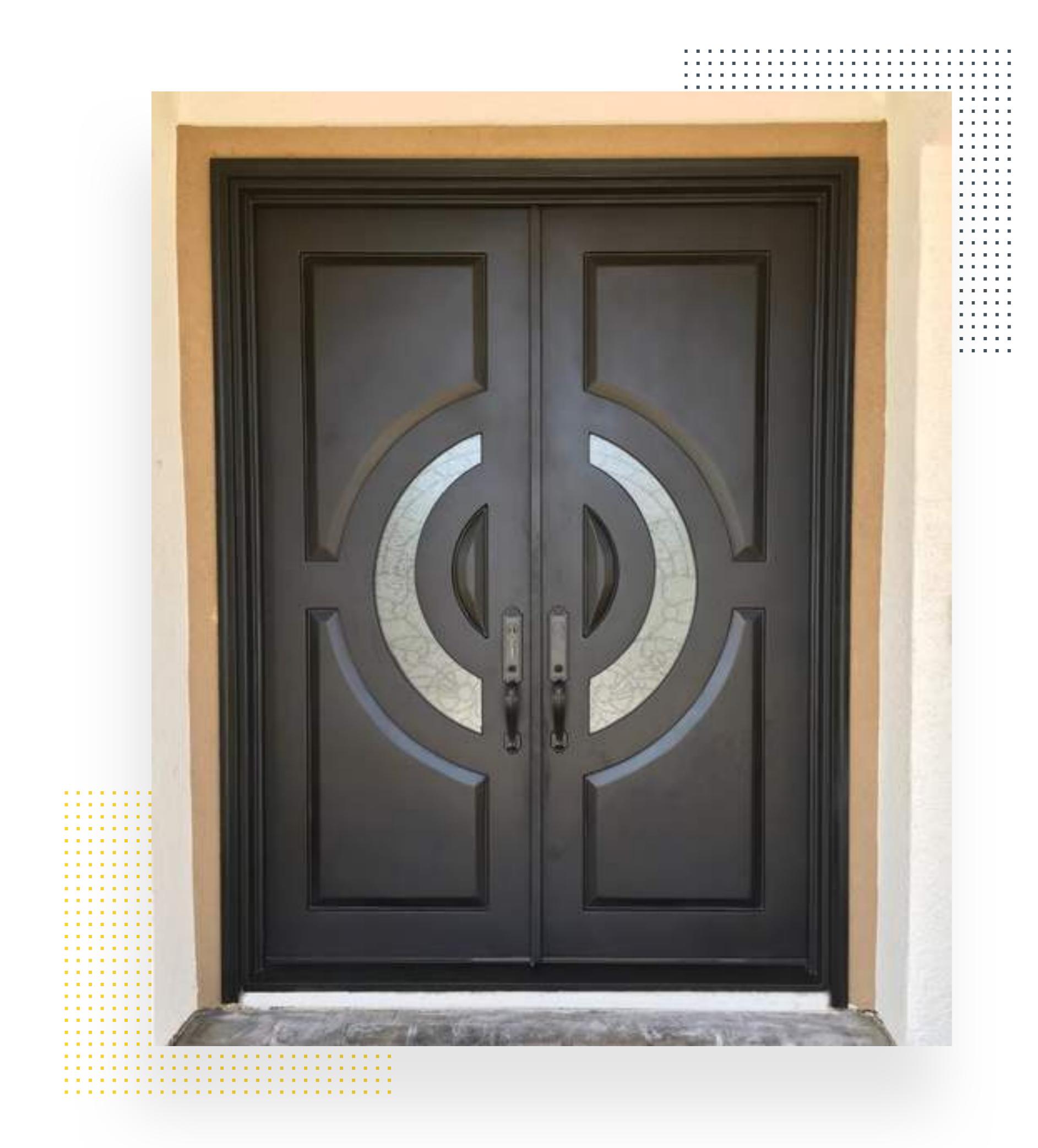
Soon after Alexander began working for BGW he identified shipping as the area that needed the most improvements. "Within the first two weeks at BGW I identified shipping as one of our biggest issues. We had a success rate of 66%," Alexander recalls. "With our previous carrier, one out of three doors were damaged on arrival."

Continuing to replace damaged cargo was not an option. "We were spending too much on shipping costs and needed a better solution." Alexander prioritized testing shipments with other carriers to see if they were able to more reliably deliver doors which were often oversized, fragile, and expensive.



## Unlocking Solutions with Mothership

Alexander heard about Mothership and was immediately impressed by how the website was modern and user-friendly. He booked a handful of test shipments and all arrived undamaged. Pleased, Alexander then developed a strong working relationship with a Mothership Freight Specialist who further assisted him and his team on how to fully utilize the platform. "The quoting tool is super easy to use," Alexander says. "And customers love seeing tracking—the visibility helps keep customers calm."



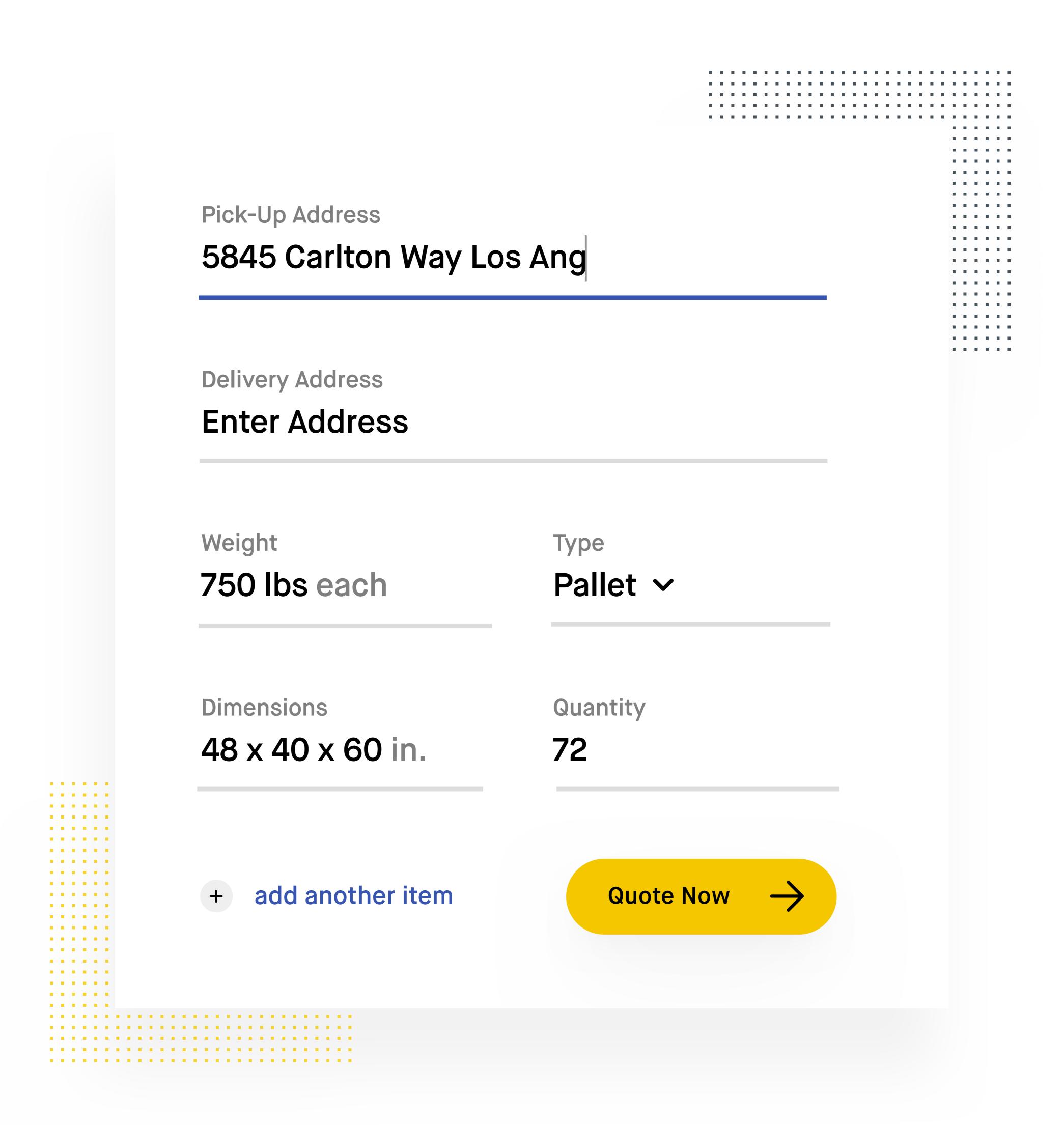
"We ramped up with Mothership and tapered off with other carriers."

Alexander's goal is to make freight shipping as autonomous as possible for Door Destination, so he's thankful to work with a modern freight partner like Mothership. "Shipping is critical but I want to set it and forget it," Alexander says. "We use Mothership and I don't have to think about shipping."

Even better, Mothership helped Door Destination gain a competitive advantage. "Mothership is price-conscious enough for us to pass on free shipping to the end user and keep our prices well below our competitors," says Alexander. "Mothership is doing things that their competitors are not."

"Not a single product has been damaged working with Mothership, and we've consistently doubled our shipments month-over-month."

Mothership continued to impress with unparalleled reliability and handled Door Destination's freight with the care it deserved. "Not a single product has been damaged working with Mothership, and we've consistently doubled our shipments month-over-month," says Alexander. "This makes us way more profitable." The result? "We ramped up with Mothership and tapered off with our other carriers. Now we're almost exclusively shipping with Mothership."



With an instant quote-and-book process, user-friendly tracking, transparent billing, and no shipment issues, Mothership proved to be the ideal shipping partner to turn the business around. "Mothership is 5 stars across the board," Alexander says. "I would love to see this partnership continue to grow."