

CASE STUDY

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BNSF Logistics EPLT Solution Helps Manufacturer Complete Facility Move Ahead of Schedule

Company Profile

Brunswick Bowling Products LLP - a premier sporting goods manufacturer with state-of-the-art research facilities and a global technological presence - purchased competitor, Ebonite International Inc., to take advantage of immediate access to Ebonite's manufacturing equipment for transfer and installation at Brunswick's plant in Mexico (in a future phase).

Business Challenge

The decision to immediately onboard a competitor through acquisition put the mid-western manufacturer at risk for liquidation damages. With only 45 days to complete the complex facility transfer, Brunswick Bowling called BNSF Logistics' Engineering, Procurement, Logistics, and Transportation (EPLT) team to provide one-stop project management and execution expertise. They trusted that BSNF Logistics' EPLT Solution would provide comprehensive origin and destination services, and the project goals would be completed on time and on budget.

Solution

In late November 2019, BNSF Logistics developed a two-fold JIT transportation and logistics solution. The plan outlined the dismantle, tag, package, and safe securement and transport of over 250 pieces of customized machinery and accessories from the newly acquired plant in Kentucky to a warehouse 1,200 miles away in Texas for temporary storage.

Process/Procedure

By December 2nd, a solution team was assembled, comprised of project management, operations, site supervision, and rigging experts to tactically develop a multi-service solution for seamless execution. The dismantling and packaging process at the soon-to-be relocated plant began immediately. During the first week there were 18 electricians on site dismantling the complex electrical components to the equipment. On December 6th, the first of 28 varied truck types were loaded and on the road to Texas.

Benefits Achieved

- Project executed on budget, with zero damage, and ahead of schedule by a full 29 days, relieving the manufacturer from any risk of liquidation damages.
- Successful completion in Phase II will allow Brunswick to double annual production to one million units and position themselves as the largest bowling ball manufacturer in North America.
- Brunswick Bowling expressed that they were pleased with the service, communication and timeliness of BNSF Logistics' EPLT Solution and how quickly the team put together a multi-service solution that worked impeccably.

