



CASE STUDY

MANUFACTURER COMPLETE FACILITY MOVE AHEAD OF SCHEDULE

Company Profile

Brunswick Bowling Products LLP acquired Ebonite International Inc. to immediately install its manufacturing equipment at its Mexico plant (in a future phase).

Business Challenge

After a quick acquisition, Brunswick Bowling needed BNSF Logistics' Engineering, Procurement, Logistics, and Transportation (EPLT) team to manage and execute the complex facility relocation in 45 days. In addition, they believed BSNF Logistics' EPLT Solution would deliver full origin and destination services on time and under budget.

Solution

In late November 2019, BNSF Logistics launched two JIT logistics solutions. First, over 250 pieces of specialized equipment and accessories had to be moved 1,200 miles from the recently purchased Kentucky company to a Texas warehouse. This move was planned.

Process / Procedure

On December 2, project management, operations, site supervision, and rigging experts brainstormed a multi-service solution for tactical execution. The facility was packed and dismantled immediately. Eighteen electricians spent the first week disassembling the machines' intricate wiring before the first of 28 different trucks left for Texas on December 6th.

Benefits Achieved

- The manufacturer avoided liquidation losses by completing the project 29 calendar days early, under budget, and without incident.
- Brunswick will become North America's largest bowling ball manufacturer after Phase II.
- Brunswick Bowling was pleased with BNSF Logistics' EPLT Solution's service, communication, punctuality, and speed in assembling a multi-service solution that worked.



Facility Relocation

Make your facility relocation and heavy equipment move a stress-free experience by trusting the experienced professionals at BNSF Logistics. Our wide range of services and expertise guarantees that your project will be completed on time and within budget. Contact us today to learn more about our custom solutions and get the process started.