



Sendflex Helped Pella Reduce Oversize Surcharges by 70% and Streamlined Shipping

For more than 100 years, Pella Corporation has been one of America's most trusted names in windows and doors. Pella operates a broad U.S. manufacturing and distribution network designed to support high-volume, made-to-order products.

Pella faced a persistent challenge when managing small parcel shipping. While the company is best known for full window and door units, a meaningful portion of their supply chain is reliant on small package shipping including screens, sashes, locks, hardware, and other accessory items. These accessory-related items vary significantly in size due to the made-to-order nature of the business.

"It comes full circle to being a made-to-order business with minimal standard sizes," said Blake Smith, Senior Logistics Manager at Pella Corporation. "We could be shipping an 8-foot-long tube that weighs 20 pounds, or envelopes."

That kind of variability is a perfect storm for parcel carrier surcharges which had for years continued to increase.

To better manage its parcel shipping and reduce surcharges, Pella partnered with Sendflex. Here's how the team completely automated decision-making on the dock based on no-code business rules, slashed oversize charges, and added built-in flexibility to evolve their carrier service selection strategy using Sendflex's parcel TMS platform.

Pella Windows Case Study



COMPANY OVERVIEW

In 1925 Pete and Lucille Kuyper of Pella Iowa invested in a pioneering window screen invention. They founded Pella Corporation with a commitment to traditional American values, integrity and enriching lives.

Today Pella business is an industry leader in technology and innovation with over 150 product patents. Operating out of showrooms throughout the United States and Canada.



CRITICAL ISSUES

- Increasing parcel industry pricing complexity and costs.
- Unexpected surcharges eroding profit margins.
- Inability to analyze the impact of carrier contract changes.
- Inability to quickly configure and apply carrier routing and business rules.

“Sendflex helped us quantify the cost impact of carrier service selection decisions based on SKU size, cost, and level of service. Change management and carrier onboarding is now so much easier when we know it makes financial sense.”

BLAKE SMITH,
Senior Logistics Manager

Sendflex parcel TMS was purpose-built to address the growing complexities that today's shippers face in the fast-paced world of B2C eCommerce. With its no-code approach to business rule configuration and simulations modeling capabilities, Sendflex provides logistics managers with more control over how, when, and where to use diversified carrier services within their omni-channel fulfillment networks.

Best of all insights gained from simulation modeling can be applied to improve day-to-day transportation operations.

Sendflex Automatically Identifies Opportunities to Avoid Unnecessary Surcharges

Sendflex reduced Pella parcel surcharges that had been quietly increasing for years. The key was replacing dock-level judgment calls to automated rules that trigger based on physical shipment attributes.

Under the old workflow, screen door shipments to residences might have been routed via parcel, leading to unauthorized oversize charges, and sometimes an outright refusal to pick up. With Sendflex in place, the system disqualifies parcel as an option automatically and screens are sent through a pool for final mile distribution.

“When an oversize shipment is disqualified, it's sent back to load planning and shipped through a pool, saving us significant dollars,” Smith said.

That same logic now governs hundreds of edge cases across Pella's network, moving oversize freight off parcel and onto pool point or LTL where it belongs. When a shipment genuinely needs a judgment call, the system escalates it to a human.

Since rolling out Sendflex, Pella has reduced its annual oversize parcel charges by approximately 70%. Those reductions don't all flow straight to the bottom line. Many shipments now ride as a stop on a truck or move through a pool point that has its own minimums. But the good news is that mode selection cost savings are meaningful and repeatable with significant savings at scale.

Sendflex Modeling Tools and No-code Business Rules Enforce Shipping Cost-Effective Decisions Throughout the Fulfillment Process

Sendflex offered Pella something other vendors couldn't match: help analyzing Pella's carrier contracts.

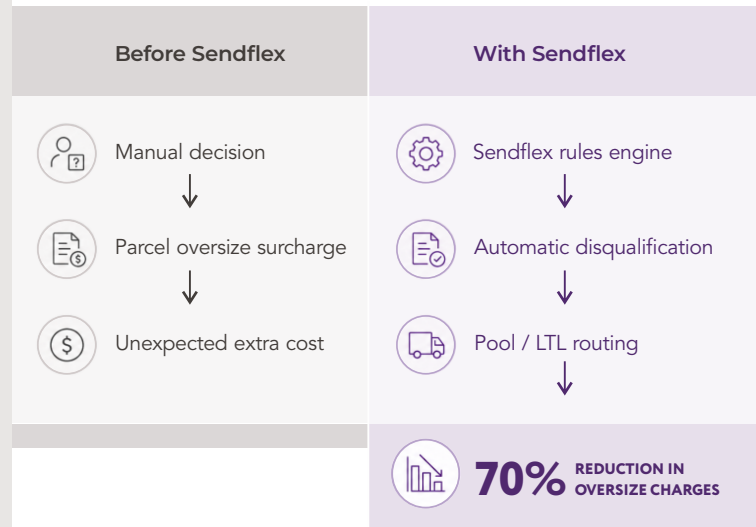
“The other platforms didn't have modeling capabilities,” Smith said. “Sendflex helped us simulate “what if” scenarios and make decisions about who to work with based on our historical shipping data.”

Using these tools, helped Pella negotiate its next parcel contract. As the team prepared for an end-of-2025 renewal, Sendflex's modeling tool measured the actual impact of pricing proposals from three separate carriers against Pella's historical shipments.

Second, Sendflex enables Pella to easily configure real business rules that can be applied during simulation modeling, automating carrier service selection decision rather than relying on memory and tribal knowledge.

Today, Pella is just scratching the surface of what the Sendflex platform can do for its shipping operations. For a made-to-order business like Pella, the ability to control surcharges rather than absorb them makes a big impact on the bottom line.

SHIPPING DECISION TRANSFORMATION



KEY BENEFITS:

- Reduced oversize charges by 70%
- Automated carrier service decision making
- Improved agility with no-code business rule configurations
- Improved carrier contract negotiations with “what if” simulation modeling