

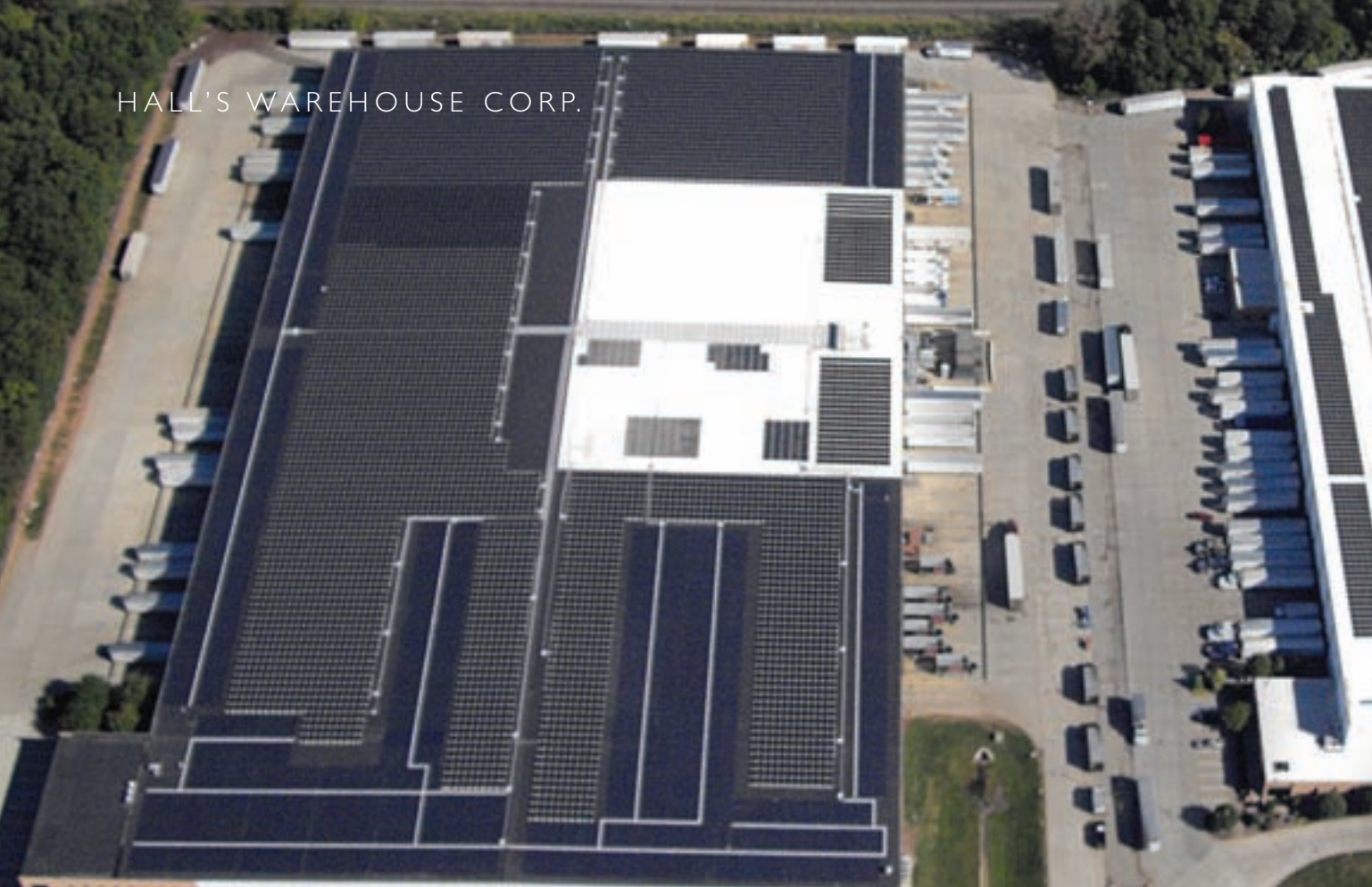


# Comprehensive Quality



Pictured Above: Hall's Warehouse Corp. 501, 601 and Oak Tree Facilities with New Jersey's Largest Privately held Rooftop Mounted Solar Installations

Investments in efficiency and quality enhancements have made this company one of the premier trucking and warehousing solutions providers in the Northeast. Dale Jayne, Bruce Jayne, and Tom Brennan explain.



**H**all's Warehouse Corporation is a Northeast – based privately owned trucking and warehousing company servicing the consumer goods industry. It has been in operation since 1927 when it was purchased from the estate of founder Harry Hall by the Jayne family in 1965. It remains family-owned and operated today.

The company has grown from a trucking and warehousing business into a full logistics provider that focuses on value added services in multi-temperature environments. Hall's considers its comprehensive capabilities a distinguishing factor in the marketplace as it provides specialized transportation and warehousing in ambient (dry), refrigerated, and frozen environments.

Hall's operates seven facilities, all of which are located in New Jersey. In addition, its 75-unit fleet services the transportation needs of its customers throughout the Northeastern states.

### **Superior value**

According to COO Tom Brennan, the company's capabilities mirror the percentage of storage capacity found in today's supermarkets. The majority of square footage is dedicated to ambient products followed by refrigerated perishable products. Frozen storage is still a growing sector for Hall's but remains the smallest in terms of square feet.

"The value we add to our customers, particularly in the past decade with consolidation in the consumer goods industry is



## Controlling costs

One area where Hall's made significant commitments is energy consumption. Because of electricity deregulation in New Jersey, the company saw a 33% increase in power costs over the last five years. Hall's looked for ways to reduce its energy consumption and solar power was the initial answer. In 2007, the company installed one of the largest commercial solar-electric systems in the country, an 8,000-panel system generating 1.4 MW. In 2009, a solar expansion project added 1.8 MW giving Hall's the largest private roof-top mounted solar installation in New Jersey with total output of over 3.2 MW.

"The first project cost \$9 million, and the state covered 50% of the cost. The second project was simplified, and we essentially leased the roof to EnXco, who put up all of the panels and Hall's agreed to purchase the power," said Bruce Jayne, president. "Wind power is a possible alternative down the road, and these investments not only offset the costs of running the company but are environmentally responsible and people respect us for our commitment to sustainability."

Hall's also looked at its fleet to improve energy efficiency and reduce costs. On the transportation side, the company got involved with the EPA's SmartWay initiative and was one of the first carriers in New Jersey to become a SmartWay partner. Everything from renewable fuels, perforated mud flaps, super single tires, and limiting speed to no more than 65 miles an hour helped Hall's improve energy efficiency and increase miles per gallon. Today, 90% of its fleet are 2007 models and newer which are compliant with program requirements.

In addition, idling laws in New York and New Jersey prohibit trucks from idling for more than three minutes. All of Hall's equipment shuts off automatically after three minutes in order to comply with the new regulations. Although the company doesn't do overnight runs, they installed bunk heaters because drivers can spend time waiting to unload. This change allows drivers to remain comfortable while only burning a gallon of diesel in 24 hours as opposed to a gallon an hour with the truck running.

Other investments to improve efficiency include WMS upgrades that tie the system in with transportation management systems. The company has a growing amount of electronic data interchange (EDI) transactions with clients, and system upgrades will provide customers with 24/7 real time online visibility to check inventories and place orders. It will also allow Hall's staff to send information via radio frequency (RF) technology from the warehouses to the WMS. A voice activated picking system will tie into the WMS/TMS allowing the transportation division to offer enhancements to clients by speeding operations and better utilize load planning.

"System upgrades include labor management tools and executive dashboards," said Dale Jayne, executive vice president.

that we are a one-stop shop in the northeast region," said Brennan. "Customers are able to store multiple business units with us."

Technically, Hall's is split into three separate companies: Hall's Warehouse Corp., Hall's Fast Motor Freight, and Hall's Logistics Corp. The warehouse company provides multiple temperature storage, motor freight operates the distribution, and logistics is the transportation brokerage division. In recent years Hall's has seen all three become further intertwined.

"With advent of WMS (warehouse management systems) and TMS (transportation management systems), service to our customers is seamless across all divisions," Brennan said. "In the old days, a warehouse customer service rep with a question from a customer on transportation would have to check with the transportation department first. Now, all the data needed for an order is available at the click of a button. The reality is we are one service provider to customers."

In an economy where price has become a huge factor for many customers, Hall's works to cut costs internally and improve efficiencies to stay competitive without sacrificing quality. Brennan said many competitors are trading price for quality, and although Hall's could lower prices by doing the same, investments in quality position the company for the economic recovery when customers will see quality service become a more important factor than price.

## HALL'S WAREHOUSE CORP.



“We can then observe productivity levels from our employees and set standards while providing technology that can benefit our clients and our business.”

“As managers, we are excited about utilizing executive dashboards since we currently deal with lagging indicators on productivity in our facilities,” added Brennan. “As we tie in RF scanning and real time productivity, we can see staffing level needs, inbound and outbound activity, picking requirements, and more. That will make us change the way we manage our workforce, drive down costs, and make us more efficient.”

In addition to technological improvements, Hall’s invested in an on-premise wellness coach. As a result, its workers have become more health conscience and informed about the benefits of a healthy lifestyle. Nearly 50 employees quit smoking, and the company pays the initial fee for employees to join a health center. Combined with the corporate wellness coach, many people employed at Hall’s are living better lives.

Hall’s intends to keep its focus on the Northeast region. Taking on major expansion projects in an uncertain economy is

risky for a small family business. Instead, the company is looking for long-term commitments with existing companies to grow organically, consistent with its historic approach to growth.

“This has always been a controlled growth-company, and that is the formula we stick to,” said Brennan. “We’ve done what we can to stay viable and competitive by focusing on quality and companies with staying power have that commitment.” ★

