



Introduction

Our mission is to provide innovative logistics solutions that inspire the confidence of our partners.

We have been doing this since the beginning. Paladin Freight Solutions/PFS Transportation was started during the financial meltdown in December 2008. The founders saw an opportunity to service the freight market when everyone else was running for the hills. Starting in 2008 resulted in modest beginnings; a Starbucks served as our first office for a few months where we answered phones and slammed double espressos.



The next move wasn't much of an improvement: the team packed into a storage room like sardines. Now PFS has two offices, one in Memphis, TN and the other in Dallas, TX, with over 110 Team Members in TL Brokerage and Intermodal Drayage. Long story short, we love moving freight!

Our success is built on five core values: dedication, integrity, accountability, leadership, and flexibility.

1. We believe that DEDICATION delivers company success.

Recently, a prospect asked our TL Brokerage division to move a load to an isolated area of Missouri. The load had two stops and the customer had requested pick up on Friday with delivery on Monday. Needless to say, we knew finding a carrier under these circumstances would be challenging. Oh, I almost forgot, the first stop didn't have a dock and the truck would need a pallet jack. Finding a truck that was willing to travel to rural Missouri, sit over the weekend, and had a pallet jack was like finding a needle in a haystack. We had less than 7 hours.

Through our extensive carrier network we were able to find a truck that would move the freight at a fair price. The problem was that they didn't have a pallet jack. That is when one of our younger Logistics Account Managers jumped into action. He found a pallet jack for sale on Craigslist for \$75 that needed some minor repairs. After some haggling we convinced the guy to sell it to us for \$60 (we figured we would never see the pallet jack again).

We picked up the pallet jack and diagnosed the problem. It was not holding pressure or fluid when you pumped the handle. We ran to the auto parts store and purchased fluid and some epoxy sealant. We were able to rig the pallet jack to pump and hold weight. We said a silent prayer that it would move the five pallets at the first drop.



The pallet jack was delivered to the shipper and placed on the back of the truck. The freight delivered on-time and safely!

2. We believe that INTEGRITY strengthens our reputation.

We want to be more than just people that deliver freight. We want to be about investing in the next generation. It's a way to give back. It's a way to show our integrity.

For example, every year PFS Owner Operators participate in the Goodlett Elementary School's career day with other local business and government services such as: Memphis Police and Fire Department, Shelby County Sheriffs, Orkin, and Methodist Hospital. This year was no exception.

James Shell, a long-time owner operator, arrived in his 18 wheeler pulling a container. Unfortunately, it rained so the kids were unable to go outside and see the vehicle up close. That did not stop James from explaining the importance of his profession and how trucking companies are the life blood of the economy.





All the companies assembled in the cafeteria where kids from each classroom came around to each group to listen and ask questions. James really enjoyed talking with the kids and answering their questions. We bet some of them look to be owner operators in the future!!!

We need to put our values to action and James is a great example of how we do that.



3. **We believe that ACCOUNTABILITY guides us to take action.**

An export customer contacted our intermodal drayage team on a recent evening requesting four urgent export loads of out Ecu, MS for the next day. All the containers had to be loaded by 1430 the next day with a rail cut that same day. Our team did not hesitate to rearrange the next day's dispatch to accommodate the special request. We know the importance of helping customers make sales!

This was one of those times that “no good deed goes unpunished.” We ran into delays from the beginning. The steamship line

delayed releasing empties. Our team remained patient and our drivers volunteered to be on stand-by. Once the empties were released, our customer service team coordinated communications with dispatch and the customer's loading dock throughout the entire day to get the product loaded. All boxes were loaded on time.

The final hurdle was that the containers could not be turned in to the rail due to lack of rail billing. Our team had been proactive in rail billing earlier that day but the steamship line had failed to submit it properly.

Most teams on a Friday evening would have used that as an excuse to go home and continue the fight on Monday. However, we had made a promise and we felt accountable to that promise. Our drivers, customer service team, and dispatch stayed late working with the customer and steamship line to get proper rail billing. The customer was pleased that we worked so hard to get boxes turned in on time. They continue to choose us as their preferred trucker because of our high sense of accountability.

4. **We believe LEADERSHIP sustains our profitability.**

Not too long ago, we were hauling an export load from Jackson, Mississippi. The load was on schedule when a bearing from the chassis dropped, heating the tires until they caught fire. Our owner-operator reacted quickly, emptying his fire extinguisher. He was able to avoid damage to the cargo and



contain the blaze until the fire department arrived. After the immediate danger had passed, it was apparent that the chassis was no longer road worthy. Our PFS driver then proceeded to guard the freight in a Wal-Mart parking lot through the night.

Meanwhile, our office team swung into action. They found a service provider in Mississippi that was trustworthy and could accurately diagnose the damage. The damage was extensive and the axle on the chassis needed to be replaced. We had 12 hours before the container needed to be dropped at the rail to avoid demurrage for our customer.

The next morning a replacement axle could only be found in Memphis, TN. Our Terminal Manager picked up a trailer from his home, purchased the replacement axle, and drove 130 miles one-way to ensure its timely delivery.



Our team members, from the owner-operator to the office staff to the terminal manager responded safely and efficiently, working together to resolve the emergency. As a result, the container made the railhead on

time and our customer did not incur demurrage. Our owner-operator watched the freight for a total of 36 hours and our Terminal Manager spent eight hours driving and helping the mechanic with the replacement of the axle. We believe this type of action should be the standard in customer service and industry leadership.



5. We believe FLEXIBILITY gives us a spirit of innovation.

We have always provided great and flexible service through our intermodal drayage and TL Brokerage divisions. At times, customers need more than one service from us to complete challenging tasks or deliver freight.

We recently had a container delivery to Charleston, TN. As always, we were on-time for the delivery. However, after the forklift driver removed two pallets he accidentally stuck his forks in the container floor creating a hole. They would no longer unload the container either by hand or fork



lift and insisted the driver pull away from the dock.

Our driver secured the load, called dispatch and waited for further instruction. Our customer service team could not get the dock to implement any creative but safe solution on-site. Our driver returned to Memphis, TN.

Our logistics team took over from there. They arranged cross dock from the damaged container to a dry van truck that the customer had arranged. At the last minute their truck fell through but they had already made the new delivery appointment at the distribution center. Our logistics brokerage team swung into action again to secure a truck that could make the on-time delivery.

Our flexibility and resources helped us provide the correct solution at the right time under difficult circumstances.

Below is the list of services we provide:

- Dry Van Transport
- Flatbed Transport
- Refrigerated Transport
- Cross-Docking
- Warehousing
- Local Pickups & Delivery
- Air Freight Pickups
- Intermodal Drayage: Import, Export, & Domestic
- PFS EASYTRAC
- Container storage
- Yard pulls
- Expedited Shipments
- Oversized
- Container Management

- 24/7 dispatch

Contact us at:

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Just for Fun:

