

CASE STUDY

Turning Growth Into a Scalable Shipping Strategy

“As our shipping volume grew, Varsity helped us maintain control, improve efficiency, and save more than \$1 million in freight costs.”

—RENAE HORNADY, DIRECTOR OF SALES & LOGISTICS

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For decades, Hornady Manufacturing Company has steadily expanded its business, shipping ammunition and related products to customers around the world. However, as demand accelerated, the company faced a new reality: shipping volumes, customer expectations, and operational complexity had outgrown the processes designed for a smaller operation.

Hornady's leadership has long viewed shipping as a mission-critical function. Their philosophy is straightforward: if products can't be shipped efficiently and reliably, nothing else in the business matters. As the company continued to grow, leadership recognized the need for a shipping strategy capable of supporting higher volume while maintaining cost control and operational efficiency.

When Growth Outpaces Process

As shipping demand increased, Hornady's team focused on keeping products moving and meeting customer expectations. While shipments continued to flow, freight costs climbed, and opportunities for optimization became increasingly difficult to identify within existing workflows. International shipments added another layer of complexity, requiring specialized documentation and compliance processes while maintaining the same service standards as domestic orders.

“One of the biggest growing pains we had was freight expense,” Hornady says. “Our direction was simply to get it out the door no matter what. We were shipping as fast as we could, but that came with a significant freight burden.”

Hornady realized that continuing to scale successfully would require more than simply processing additional shipments. It would require better visibility into shipping decisions, greater flexibility in carrier selection, and tools that could help employees make faster, more informed decisions.

Building a Smarter Shipping Operation

Hornady's sales and logistics teams operate under the same leadership structure, enabling close alignment between customer commitments and shipping execution. As volume increased, that alignment became a key advantage in rethinking how orders were prioritized and routed throughout the organization.

Rather than relying on static routing decisions or individual judgment calls, Hornady wanted a process that could systematically evaluate shipping options and support employees with clear, automated decision-making tools. Warehouse personnel needed to make shipping decisions quickly and confidently without requiring detailed knowledge of carrier contracts, rates, or broader business considerations.

COMPANY BIO



Company Profile

Hornady Manufacturing
Grand Island, NE
www.hornady.com

Industry

Ammunition and Ordnance
Manufacturing

Varsity Products

ShipSoft™ Freight,
ShipSelect, ShipOptimizer

Shipping Volume

700+ parcels per day

Carriers

FedEx, UPS, USPS

of Shipping Locations

2

ERP

i-Series/AS400

Using Varsity Logistics' ShipSoft™ software on its IBM i platform, Hornady was able to embed those decision-making processes directly into day-to-day shipping workflows, creating a more repeatable and scalable operation.

Identifying the Biggest Opportunities

Hornady manages a diverse shipping environment that includes parcel, LTL, and truckload shipments to a wide range of customers, from individual consumers to major retail and distribution accounts. Managing that complexity efficiently required a more strategic approach to shipment planning and carrier selection.

Working closely with Varsity Logistics, Hornady identified two opportunities with the greatest potential impact:

1. Consolidating multiple orders destined for the same location into a single shipment
2. Systematically evaluating carrier and service options at the time of shipment rather than relying on fixed routing rules

During an on-site review, the Varsity team helped identify capabilities already available within the platform that Hornady had not yet fully leveraged. Those discoveries became a catalyst for improving freight management and reducing overall shipping costs.

Driving Measurable Results

Order consolidation delivered the single largest financial impact of any shipping improvement Hornady implemented. By combining shipments whenever possible and pairing that strategy with more consistent carrier selection and rate evaluation, the company significantly improved control over freight spending.

"The results have been substantial," shares Hornady. "As our shipping volume grew, Varsity helped us maintain control, improve efficiency, and save more than \$1 million in freight costs."

In addition to freight savings, Hornady gained greater visibility into shipping performance, expanded its carrier options, and created a more scalable process capable of supporting future growth without adding significant administrative overhead.

A Shipping Operation Ready for What's Next

What began as an effort to better manage rising shipping volume has evolved into a more strategic approach to freight management, carrier selection, and operational efficiency.

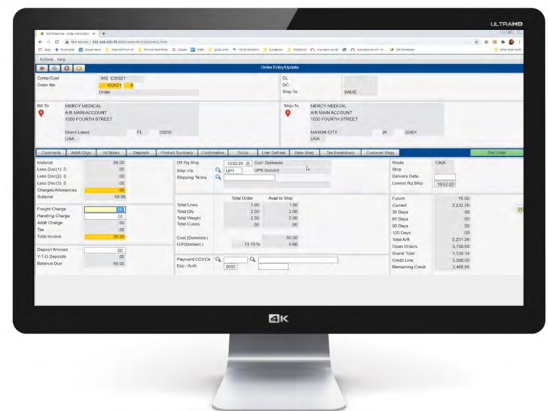
Today, Hornady leverages Varsity Logistics to support a high-volume shipping environment while maintaining the flexibility to adapt as business needs change. With greater visibility into shipping decisions, streamlined workflows, and a more scalable operating model, the company can continue growing without adding unnecessary complexity to its shipping operation.

By embedding smarter shipping processes into day-to-day operations, Hornady has positioned itself to support future growth while continuing to deliver the service and reliability its customers expect.

Take **control** of your shipping today.

Learn more about how Varsity Logistics can streamline your shipping operations, reduce costs, and empower your business with greater control.

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varsitylogistics.com

Learn more **650.392.7979**
or sales@varsitynet.com