



Shipper Case Study: New England Outfitters

Optimizing Transportation Decisions Through Mode Comparison, Carrier Benchmarking, and Automation

Background

New England Outfitters is a leading custom screen printing and embroidery company serving clients across New England. They produce high-quality branded apparel and promotional products for businesses, schools, and organizations. Their shipping operations, however, involved managing multiple disconnected carrier systems and manual scheduling, resulting in inefficiencies, delayed deliveries, and limited visibility. Without a centralized Transportation Management System (TMS), their team relied heavily on manual processes, increasing the likelihood of errors, overreliance on a few carriers, and missed cost-saving opportunities.

Challenges

- No system to evaluate parcel, LTL, or fleet options side-by-side
- Time-consuming manual toggling between multiple carrier systems
- Lack of data to benchmark parcel carriers on cost and performance
- Under-optimized use of their in-house truck fleet
- No automation, resulting in errors and slow throughput

The G2Mint Solution

G2Mint provided New England Outfitters with its Miles Command solution to achieve end-to-end transportation management, mode agnostic rating, and AI-powered automation.

Flexible Architecture

G2Mint's modular architecture is built around the four core pillars of transportation management: Transportation, Rating, Integrations, and Plugins (TRIP), allowing customers to choose only the modules they need for maximum flexibility and rapid ROI.

Mode-Agnostic Application

The platform treats parcel, LTL, FTL, and private fleet as viable shipping options, evaluating shipments against cost, delivery time, service level, and capacity constraints to recommend the best choice.

AI-Powered Rate Engine

G2Mint's intelligent rate engine uses AI and historical data to predict costs, identify risks, and continuously improve decision-making, automating previously manual and error-prone processes.

Key Features Delivered

- Dynamic mode selection for every shipment
- Parcel carrier benchmarking based on cost and reliability
- Automated workflows to reduce manual steps and increase accuracy
- Strategic deployment of internal trucks only when cost-effective
- Centralized decision support from a single platform

Results

- Parcel shipping costs reduced by 15% through optimized carrier and mode selection
- Labor time in shipment planning decreased by 30% due to automation
- Fleet utilization efficiency improved by strategic truck use
- On-time delivery increased by 20%
- Our 3rd party integrations created a 14% reduction in shipping errors

Customer Quote

"Using G2Mint was a breeze — super easy to get started and manage day-to-day. We were up and running really fast, and the smart features helped us make better shipping decisions right away."

— **Brett Pettis (Founder), New England Outfitters**

About G2Mint

G2Mint is a next-generation transportation technology company that supports shippers across parcel, LTL, FTL, and private fleet with its Miles Command and Miles Boost solutions. Our modular, AI-powered approach delivers smarter shipping decisions, lowers costs, and provides scalable automation without the complexity of legacy TMS solutions.

Get Started

Start your [14-day free trial](#), or [request a demo](#). For more information, contact sales@g2mint.com.