



Site Photography by Marc Hunt

CASE STUDY:

**ANSWERING THE CALL:
TRAFFIX' ROLE IN FLOOD
RECOVERY FOR
ASHEVILLE FACILITY**

BACKGROUND

In November 2024, Asheville, North Carolina, experienced devastating flooding due to unprecedented rainfall caused by Hurricane Helene. Among the businesses impacted was IPEX, a leading North American piping and fittings manufacturer. IPEX's Asheville facility is one of several facilities that produces Silver Line products, a large nationally distributed brand for IPEX, and a pillar in the Asheville community as a major employer in the area for decades.

CRITICAL SUPPLY CHAIN DISRUPTION

In the aftermath of the flooding, IPEX mobilized quickly to assess damage and initiate recovery efforts. Flooding of the Asheville facility caused disruption across many areas of the supply chain affecting access to shipping locations and inventory. As a result, there was a need for alternative storage and site cleanup services. TRAFFIX answered the call and became an instrumental partner in this recovery effort.



TRAFFIX' RESPONSE

TRAFFIX mobilized to support the recovery, providing a range of services centered around strategic problem-solving, operational agility, and customer-centric care. Services covered:



Rapid Communication and Action: TRAFFIX leadership and specialists quickly engaged with IPEX counterparts to understand IPEX's needs. TRAFFIX then developed a plan for managing the dynamic, complex situation, and maintained regular communications to ensure quick decision-making and overall project alignment.



Inventory Preparation: TRAFFIX coordinated teams and equipment to prepare inventory for customer shipments. The effort ensured that products were restored into the distribution network and contributed to IPEX maintaining business continuity.



Establishment of an Emergency Warehouse: Within a week, TRAFFIX sourced and set up a temporary warehouse in Greensboro, North Carolina. The site included indoor and outdoor storage spaces, labor for product handling, and a Warehouse Management System (WMS) for inventory reconciliation and tracking.



Emphasis on Safety and Quality: Health and safety protocols were rigorously implemented for workers, ensuring a secure environment during recovery efforts.



Yard Cleanup and Contaminated Product Removal: TRAFFIX sourcing team was able to secure a wide breadth of equipment and staffing, to safely process the recovery of inventory.

RESULTS AND IMPACT



Operational Continuity: The temporary Greensboro warehouse enabled IPEX to continue fulfilling customer orders, minimizing backlogs and preserving customer relationships.



Accelerated Recovery: TRAFFIX' quick setup of the warehouse and labor deployment accelerated the redistribution process, reducing downtime for the impacted facility.



Customer Confidence: Visible progress reinforced IPEX's reliability and commitment to its customers.



Long-Term Planning: Insights gained during the recovery process informed strategic planning for future disaster resilience.

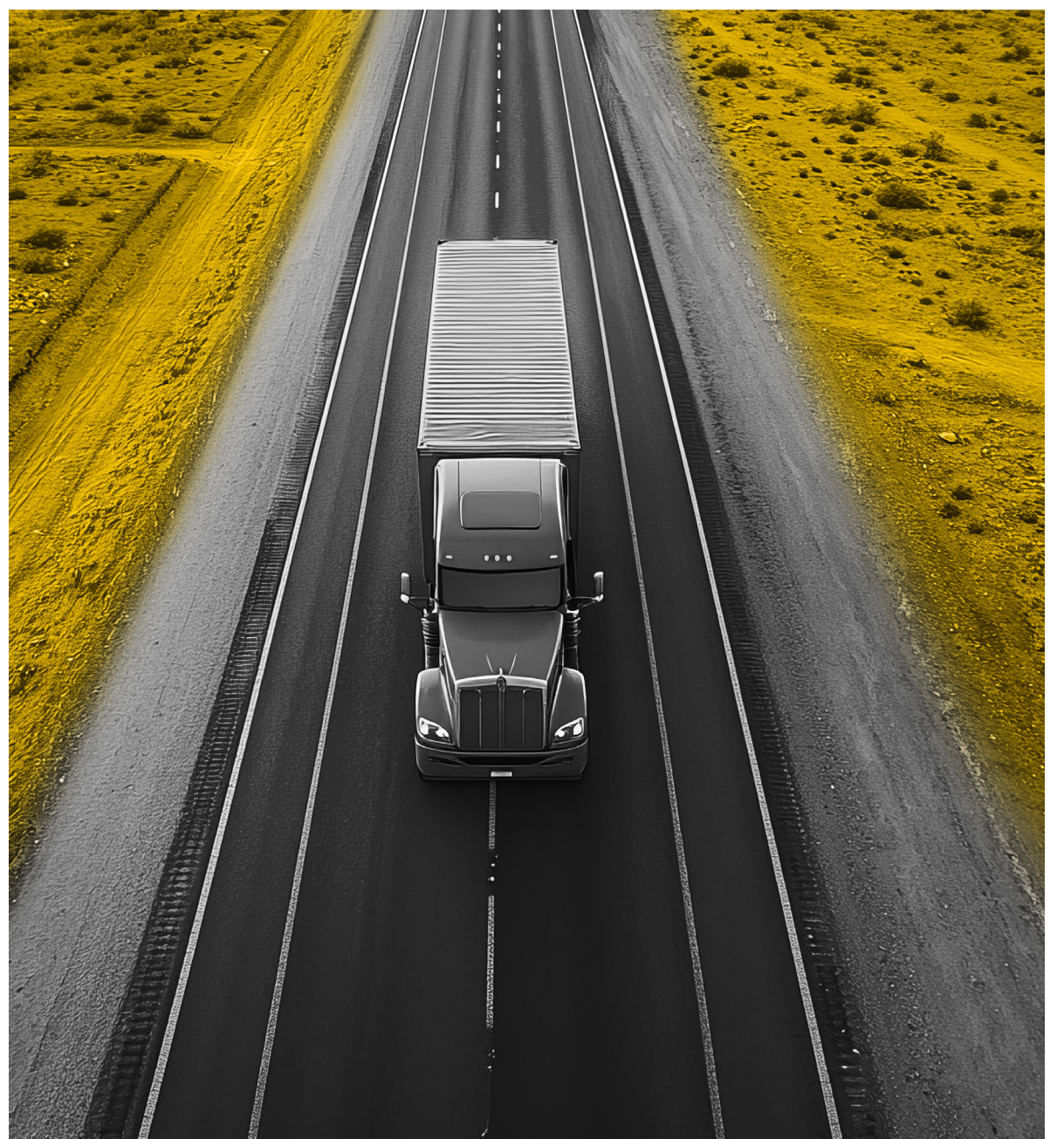
KEY TAKEAWAYS

The experience highlighted some key takeaways for both IPEX and TRAFFIX:

Agility and Flexibility Matter: TRAFFIX' ability to act swiftly and adapt to an evolving situation proved invaluable, and TRAFFIX' capability to quickly commit resources was a key differentiator.

Collaborative Problem-Solving: The close partnership and open communication between TRAFFIX and IPEX ensured that challenges were addressed with collaborative customized solutions.

Importance of Preparedness: The situation inspired the creation of defined cleaning processes for flood-affected products and contingency planning for equipment readiness in disaster scenarios.



CLIENT PERSPECTIVE

IPEX praised TRAFFIX for its exceptional response and support. Key aspects of IPEX's positive feedback included:

- ✓ **Personalized Attention:** TRAFFIX' leadership remained directly involved, providing a level of care and decision-making agility unmatched by other large brokers.
- ✓ **Commitment to Solutions:** While managing a complex, dynamic situation, TRAFFIX delivered tangible results, exemplifying TRAFFIX' tagline of High Performance Logistics.
- ✓ **High Standards of Care:** The quality and safety measures implemented during the recovery efforts reflected a strong commitment to excellence that exceeded typical transportation and warehousing expectations.



CONCLUSION

TRAFFIX' role in IPEX's Asheville flood recovery initiative exemplified the power of a responsive and customer-focused logistics partner. TRAFFIX' ability to act swiftly, provide tailored solutions, and maintain operational excellence under pressure made a critical difference for the manufacturer. The case underscores the importance of resilience, adaptability, and partnership in overcoming supply chain disruptions caused by natural disasters.

This collaboration not only mitigated immediate challenges but also laid the groundwork for improved disaster readiness for future emergencies.

To learn more about our managed transportation solutions, please visit

www.trafficx.com/service/managed-transportation

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