

## **Interstate of mind: customer service drives growth at Interstate Cold Storage.**

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Rich Products Corp., Buffalo, N.Y., does not own a Columbus, Ohio, distribution center. But Midwest supermarkets--including traditional retail and in-store bakery/deli operators--probably think that it does.

That's because of the seamless customer service from Interstate Cold Storage and one of its Columbus operations. The Fort Wayne, Ind.-based company operates 22 million cubic feet of space at five Midwest locations--including one that's served Rich's Hillard, Ohio, frozen donut plant since 2000.

Interstate provides Rich with a plant to-warehouse shuttle service (processing as many as eight to 10 inbound shipments daily) and assembles and ships outbound orders either directly to customers or other Rich distribution centers. Although frozen donuts account for most loads, Interstate also receives dessert, non-dairy, barbecue and bakery items from other Rich plants. In turn, Columbus employees create mixed pallet loads to customer specifications.

Electronic data interchange enables Interstate to communicate daily with Rich's Buffalo personnel, as well as the company's end-receiver customers.

"We are always looking at the latest and greatest technologies for our facilities with offerings such as Web access, radio frequency communication and AS2 (computer programming)," says Scott Parker, Interstate's director of operations.

All the while, Interstate is getting the job done.

"The Interstate-Columbus team is always putting the needs of our customers first," notes Brett VeRost, a regional distribution manager at Rich.

--Interstate Cold Storage (260) 428-2505/[www.interstatecold-storage.com](http://www.interstatecold-storage.com)