



WHY A KDL MARGIN RECOVERY INDEX (MRI) IS NEEDED



For nearly two decades, the logistics industry has relied on the same four value props: lower rates, a TMS, basic reporting, and transactional TL coverage. These are still meaningful strategies, but today they're table stakes. Most mid-market shippers captured those gains years ago.

Supply chains evolve every six to twelve months. Markets shift every quarter so yesterday's solutions aren't driving value today. The next wave of P&L deterioration isn't driven by bad rates. It is already coming from structural margin risks that traditional 3PLs were never designed to diagnose — misaligned networks, technology gaps, and outdated policies and workflows that quietly turn avoidable costs into unrecoverable dollars.

The KDL MRI wasn't built just to improve freight operations, it is also a P&L-first methodology that exposes how much margin a shipper is silently losing across eight critical pressure points, including freight strategies, network alignment, and data integration.

These real client testimonials illustrate the “aha moment” companies reach when they move to a P&L-focused 3PL partner:



Integration: Generates savings up to 15% of freight spend

Challenge: Bon Tool used KDL's TMS only for manual rate retrieval; lacked automation and real visibility.

MRI Outcome: Full integration unlocked workflow efficiency, carrier optimization, and ERP-level data accuracy.

“By seamlessly integrating KDL’s fully functional TMS and enhancing our logistics process, we have been able to efficiently manage shipping, enhance data accuracy, optimize carrier selection, and integrate KDL’s data with Great Plains. With newfound visibility and automation, we’re poised to replicate this success across our shipping locations, creating a standardized, efficient process that ensures best practices are applied consistently across our organization. KDL has been a great partner for years, and instrumental in helping us succeed on this project.”

—Sean Helman, VP Operations, Bon Tool



Freight Strategies: Generates savings up to 30% of freight spend

Challenge: Weiland-Concast was assessing why revenues were up but margins were not.

MRI Outcome: KDL identified the root cause, realigned free freight strategy, and went on to integrate their ERP.

“I was concerned about the demands of switching 3PLs, but can’t say enough good about the transition to KDL. Their team was on-site, visible, and responsive, it couldn’t have gone smoother. The free freight program has quickly shown significant cost savings that used to be profit bleed. We are just scratching the surface of what we can do, and are looking to KDL to tie systems together and automate our processes.”

—Pete Zimmerman, Administrative Manager,
Safety and Environmental Manager, Weiland-Concast



Network Optimization: Generates savings up to 40% of freight spend

Challenge: The largest of Ammega's eight shipping locations was constrained by minimal dock space.

MRI Outcome: KDL identified issues and realigned fulfillment strategy, reducing cost and improving service performance.

"Ammega's partnership with KDL has opened up opportunities for our organization that historically we did not have at our disposal. KDL has offered central visibility of our domestic LTL traffic, coupled with our ability to quickly react to the ever-changing supply chain environment. They continue to act as an important partner in our goals to become the local partner of choice for sustainable belting solutions around the globe."

—Tim Dyke, Regional Trade & Logistics Manager, Ammega

These are just three recent examples that illustrate some of the eight different modern logistics problems KDL's MRI process can diagnose and help cure, guiding mid-size shippers to achieve a healthier bottom line.

PROTECT YOUR MARGIN.

To identify and recover hidden margin within your organization's supply chain, contact KDL Logistics for a personalized MRI assessment.



People Drive Logistics

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