



## CASE STUDY

# HOTEL PROJECT

**SOUTHEASTERN  
UNITED STATES**

## PROJECT SUMMARY

A BlueLinX customer in Louisiana faced challenges getting their current vendor to collaborate with the general contractor and engineer to resolve issues with the structural flooring system. On top of the design complications, they needed a way to deliver less-than-truckload quantities to a location where their current supplier lacked a warehouse. BlueLinX stepped in, leveraging our national logistics platform and experienced technical team to solve both problems, ultimately securing additional business for our customer.

## CUSTOMER CHALLENGES

- Lack of technical support from current vendors
- Difficulty getting less-than-truckload quantities delivered to the jobsite
- Job was located outside their normal service area

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## OUR SOLUTION

Our customer called us for assistance with the structural flooring system four weeks before the job was scheduled to start. We quickly identified the needs and provided solutions to the engineering firm and the general contractor. Once the engineering was approved, we quickly pivoted to sourcing the material utilizing our partner mill, our nearby warehouses and top of the line logistics services to deliver the product to the jobsite complete and on time.

However, we didn't stop there. We continued to communicate with the general contractor and superintendent to be a resource for structural questions during the framing phase of the project. Our customer learned of other products we offer out of warehouse and our ability to be nimble and deliver to the jobsite. He was able to sell additional materials for the job including fill-in orders for lumber, panels, sill seal, tape, construction hardware and more utilizing two of our warehouses to keep the job on track and eliminating costly delays.

## BENEFITS OF USING BLUELINX

- Consultative Approach
- Expertise and Product Knowledge
- Customized Solutions
- Streamlined Procurement
- Cost Savings
- Just-in-Time Deliveries
- Single Point of Contact

