



When it comes to Shipping Flowers and Other Perishables, it's the Little Things that Make a Big Difference

Based in Palm City Florida, Armellini is the nation's largest floral carrier. The company's supply chain starts in South America, where year round growing conditions produce superior flowers. Armellini works with importers to clear flowers through customs: it operates refrigerated warehouses; and Armellini owns a fleet of 150 refrigerated trucks to deliver flowers to wholesalers and florists throughout the US, Canada, Mexico and the Caribbean.

Armellini Air Express, which is a wholly-owned subsidiary of Armellini Express Lines also relies on Southwest Airlines Cargo to service its customers. General Manager of Armellini Air Express Andrew Hamer states that: "Most of our larger wholesalers are in places like Chicago, Phoenix, Portland, Long Island, and all throughout Texas, where Southwest flies daily. Given the highly-perishable nature of our product, the ability to get it there the next day with multiple options for contingency planning is invaluable."

Armellini uses Southwest's next day and same day service to support its most important customers, who face high pressure and non-negotiable demands from their own customers, especially when it comes to servicing weddings. "Their reputation is on the line and when the bride has an urgent last minute request there's really only one chance to deliver," adds Hamer. "More and more of our customers are factoring air-freight into their buying decisions because it gives them the flexibility they need to accommodate these types of requests."

Hamer points out a number of factors that separate Southwest from other air carriers: "We appreciate things like coolers at the airport and an aggressive daily nonstop flight schedule. But **what truly sets Southwest apart is that from top-to-bottom, their employees understand what it takes to move our product.** Our average air shipment is about ten boxes, that can weigh up to 200 pounds, and Southwest's employees on the tarmac know how to handle this with care. This isn't always the case with other airlines and couriers that we've worked with."

Armellini has always looked to leverage technology to serve its customers. Company founder Jules Armellini contributed to the design of the first flower specific refrigeration units for trailers. Today, Armellini's ground fleet is equipped with GPS tracking units. And Armellini makes Southwest's Cargo Companion tracking service available to any of its customers upon request.

Whether shipments travel via ground or air (or both), Armellini's emphasis on continuous communications helps them respond quickly to delays while giving their customers peace of mind and the assurance that shipments are closely monitored.

"Our products can't sit in transit very long, so it's imperative that we're able to reach a live person if we need to make changes en route," concludes Hamer. "Southwest's communication has always been top notch. It's all the little things they do that make the airline so reliable – and that's why we recommend Southwest Cargo first to our customers."



Southwest Customer Type:
Perishable Commodity
Shipper

Industry:
Floral Industry

Shipping Requirements:

- Timeliness
- Reliability
- Proper handling of delicate cargo
- Responsiveness, and frequent communication

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