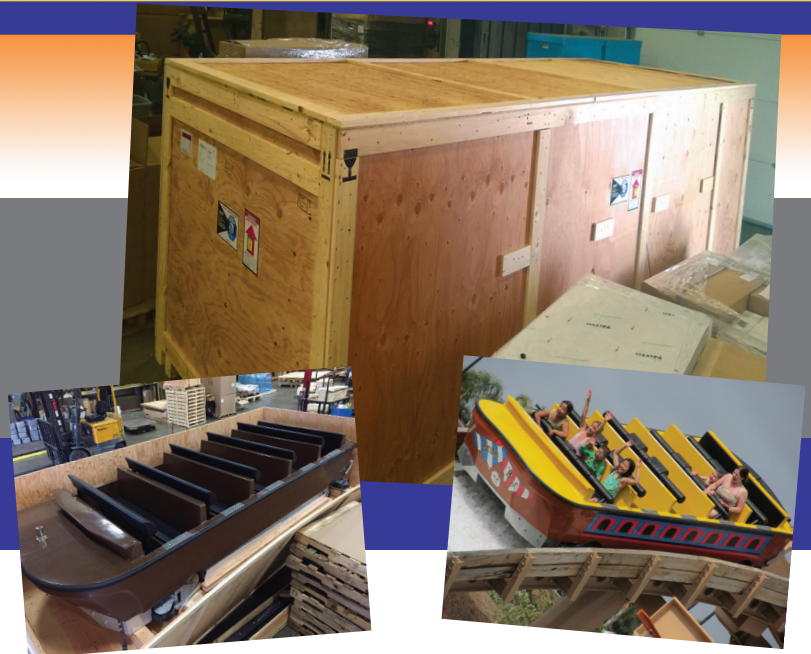


CASE STUDY: Hopkins Rides



FAST FACTS

Whitewater West Inc d/b/a Hopkins Rides has been a manufacturer of innovative waterpark products and active family attractions for its world-class clients for more than 45 years. The company specializes in water attractions of all kinds. One of those attractions is the timeless ride called The Super Flume. This is a popular ride all over the world where park guests board log-shaped boats and float along a water-filled trough, up and down hills to an exciting plunge and fun splash of water. www.hopkinsrides.com.

WHITEWATER.
Attractions

Background Challenge

Hopkins Rides were charged with designing and shipping Super Flume boats that go down watercourse rides in their global clients' water parks located in Korea and China. The Super Flume boats are the size of a vehicle, and once designed, need to be shipped via airfreight overseas. The challenge was how to get them safely and quickly shipped overseas with no damage. Hopkins Rides knew by experience the boats needed to be carefully crated and shipped without delays to meet their customers' expectations. A freight forwarder who worked with Packnet suggested Hopkins Rides try Packnet Ltd.

... PACKNET'S CUSTOMIZED DESIGNS MAKE BIG WAVES IN WATERPARK FLUME BOATS INTERNATIONAL SHIPPING SUCCESS

The Solution

Hopkins Rides Project Assistant Tammy Cabbage met with Dan Schultze at Packnet and learned they could exclusively design crates for the Super Flumes to ship in that braced the wheels of the ride, making it more secure. The custom crating and packaging worked perfectly to fit the boats. "It was an expense that was definitely worth it. After the fourth one was done, our process was automated like a well-oiled machine. We received a lot of good feedback that Packnet knew what it was doing. It was a big weight lifted from our shoulders."

Benefits

Cabbage says the customized shipping design and crating left to Packnet has helped their business relationships with these customers because they receive boats when Hopkins Rides says they'll be there. "I wish there was a Packnet on every corner. They have the equipment and the knowledge to get the job done. They are the first packaging vendor we're going to call."

"Our boats were delivered on a Monday to Packnet, crated, shipped and arrived internationally and cleared by customs within seven days. This is almost unheard of for international shipping. The way Packnet packed, crated and labeled it was an asset to having it arrive like it did."

– Hopkins Rides Project Assistant Tammy Cabbage