



How to Maximize Truckloads with Open Order Mapping



Why Full Loads Matter in Steel Distribution

Shipping is one of the most significant cost drivers in steel distribution. With average per-trip costs ranging from \$800 to \$1,200, even a few inefficient dispatches can quietly erode margins.

Yet in many operations, truckloads are planned by urgency or due dates — not direction or geography. The result?



Steel logistics works best when trucks are fully loaded and regionally routed. That starts with a simple shift: understanding where your orders are headed before they leave the dock.

Rethinking How You Plan Shipments

Instead of managing deliveries with rows in a spreadsheet, what if you could view your open orders as points on a map?

That one change unlocks a new way of planning:

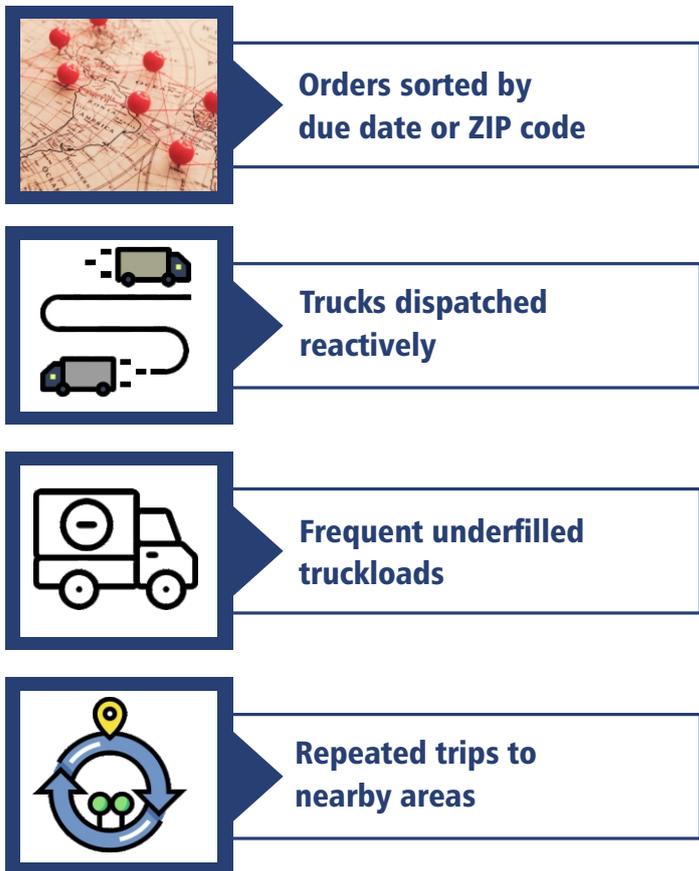
- See order clusters in a specific region
- Group deliveries going in the same direction
- Plan truckloads that maximize capacity
- Minimize back-and-forth trips

Moving toward visual load planning gives operations teams a more intuitive, proactive way to reduce waste and improve delivery efficiency.

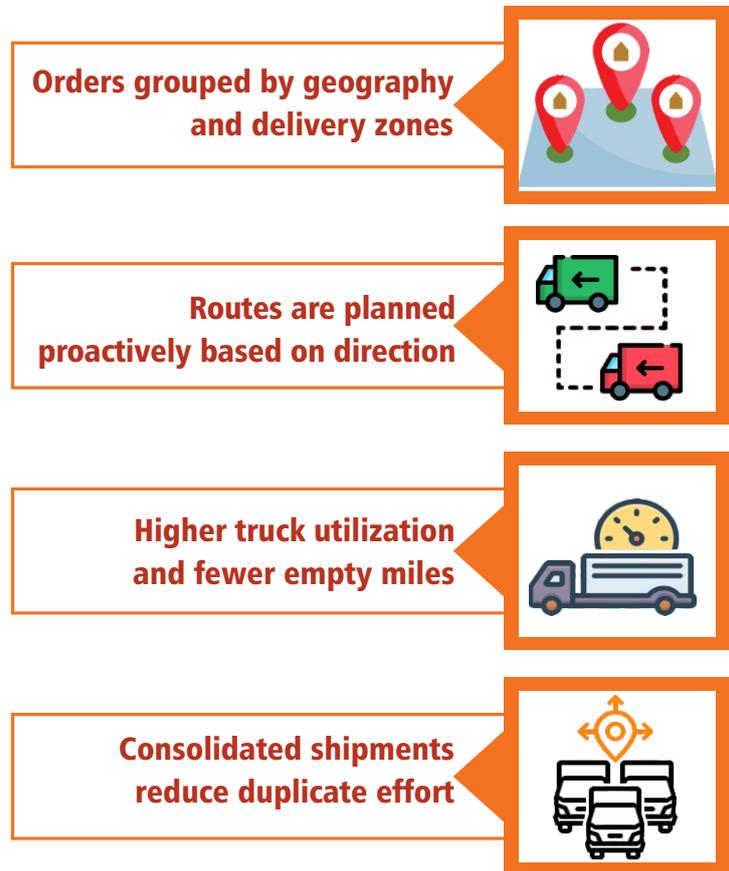


From Scatter to Strategy: **Before vs. After**

Without Visual Planning



With Visual Load Planning



Understanding the **Cost of Inefficient Loads**

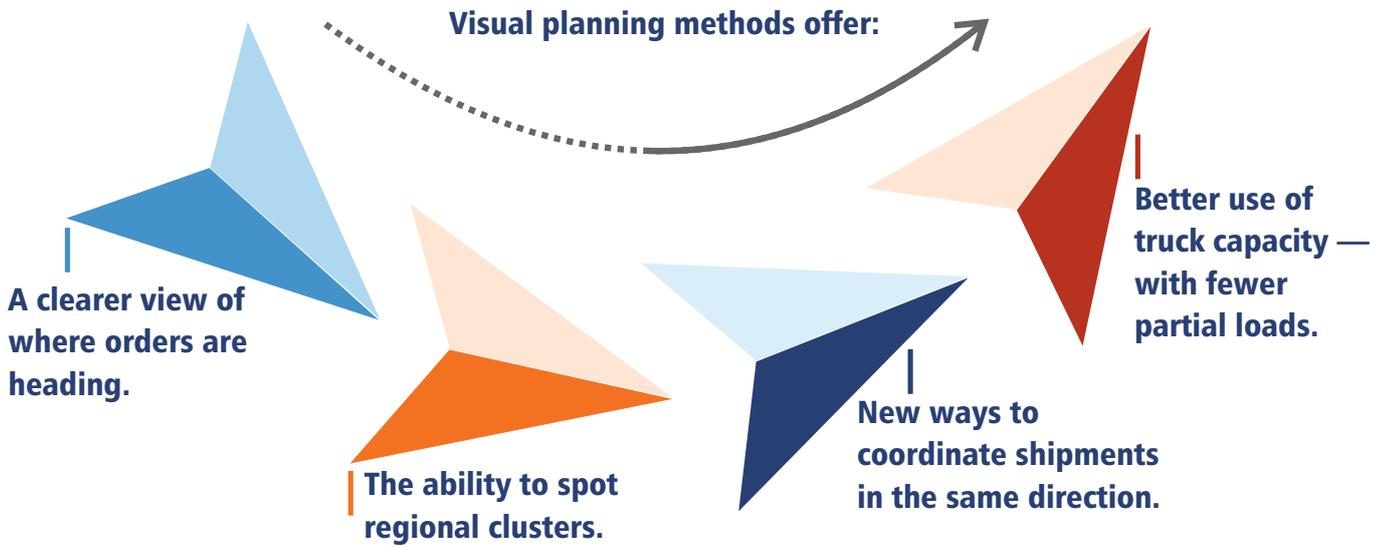
Here's a simplified breakdown of how underutilized loads impact cost:

Metric	Example Value
Truckload capacity	45,000 lbs
Underutilized load (60% full)	~18,000 lbs of unused space
Estimated shipping cost/trip	\$1,000
Value of unused truck space	~\$400–\$500 per trip
Weekly loss (3 partial trips)	~\$1,200–\$1,500
Annual loss potential	Over \$70,000

Where to Begin: Making Your Orders Visible

If you're dispatching trucks based on lists or spreadsheets, you're likely relying on instinct and urgency. But there's a more strategic approach:

Organize deliveries by geography — not just due dates.



This shift doesn't require a change to your ERP or operations — just a new perspective on the data you already have.

