Session explores transportation solutions

Garry Moss, who designed the Wisconsin Platform, stands in an area assigned and designated exclusively for Wisconsin manufacturers and producers in a Chicago area warehouse.

Moving raw materials, supplies and finished products from one location to another in a timely matter — especially if they need to come through the Chicago rail system or port — is one of the biggest challenges facing today’s manufacturers. The Wisconsin Platform is a tool that helps businesses better control container management and the rising costs for intermodal transportation.

A May 22 panel discussion at the University of Wisconsin-Oshkosh Appleton Executive Education Center, 2323 Capitol Drive, will introduce how the platform works, and regional business professionals will discuss how it has helped them.

Garry Moss, who developed the Wisconsin Platform, says the system was designed to address the congested rail system and how to effectively get freight through Chicago.

“Some manufacturers have service and reliability issues with getting what they need through the area,” he said. “We have developed a system that saves businesses time and money.”
Moss says the session will provide a chance for him and transportation leaders from School Specialty in Greenville and BTG in De Pere to discuss how the platform works and how businesses can use it to their advantage.

“As (truck) driver shortages increase, businesses will need smarter ways to control where their supplies and products are,” he says. “Our tool is one way they can do that.”

Registration begins at 10:30 a.m. and runs until 1 p.m. Lunch is included.

The event is free but limited to manufacturers and producers. Seating is limited and registration is required by clicking here.