

Heidelberg Distributing Co. Improves Driver Safety

The Challenge

For over 75 years, Heidelberg Distributing Co. has been delivering beverages throughout the Midwest and is now the largest beer, wine and spirits distributor. With over 13,500 products to more than 26,000 beverage retailers, the company's 300+ fleet of trucks services 630 suppliers - consider those numbers. With more than 500 drivers on the road every day, driver safety is a perpetual concern for the company. As a family-owned, self-insured business, Heidelberg Distributing Co. is laser-focused on reducing liability exposure and keeping safe drivers behind the wheel. "Our company takes the liability issue seriously," says their Operations and Safety Manager.

ABOUT

For over 75 years, Moraine, Ohio based Heidelberg Distributing Co. has been delivering beverages throughout the Midwest. With over 13,500 products to more than 26,000 beverage retailers, the company's 300+ fleet of trucks services 630 suppliers.

AT A GLANCE

- Leader in Midwest alcohol beverage distribution
- Almost 500 drivers on the road
- Fleet of over 300 trucks servicing almost 650 suppliers



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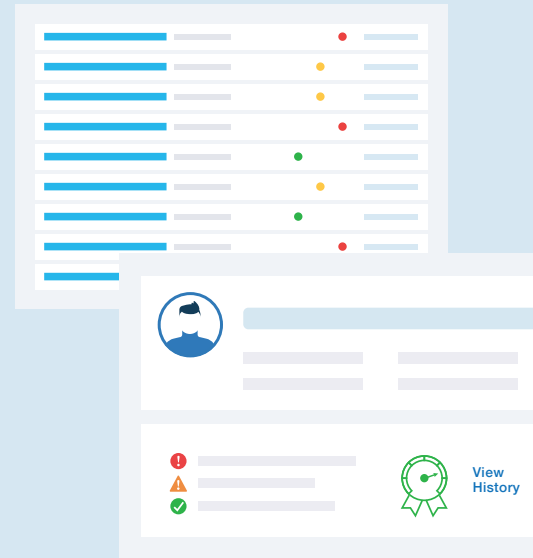
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The Benefits

Heidelberg Distributing Co.'s employees credit SambaSafety with staying off potential risk before it occurs. "Company liability can be costly, and we do everything we possibly can to minimize that risk. We're fortunate to have a strong team of drivers but we never take safety for granted." By implementing SambaSafety's monitoring solutions, Heidelberg Distributing Co. minimizes liability and better manages loss control. "We've had cases where drivers were unaware that their license had been suspended," reports the Operations and Safety Manager, "SambaSafety allowed us to identify drivers and resolve issues before anything serious occurred." While Heidelberg Distributing Co. continues to expand their market and acquire new business, their fleet grows, with SambaSafety as a vital part of that growth.

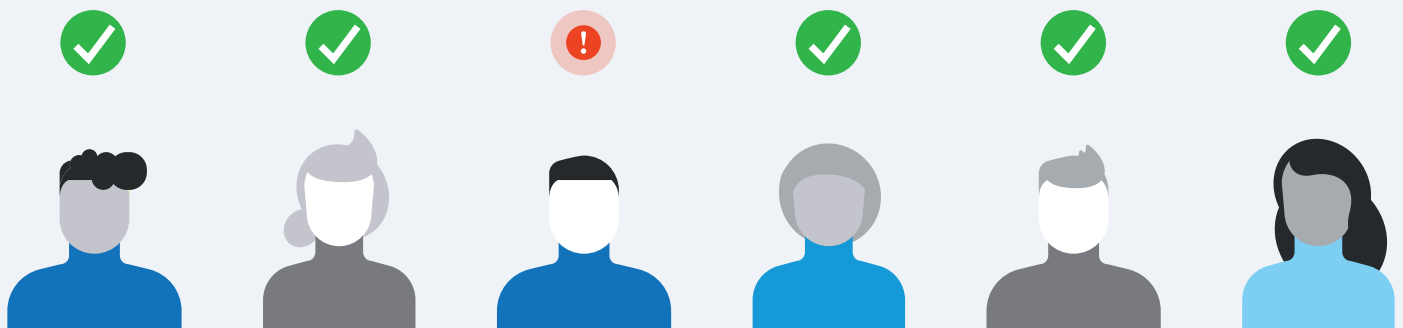
The Results

Heidelberg Distributing Co. opted to use SambaSafety's Driver Risk and Activity Monitoring. One of the biggest selling points for them? SambaSafety was able to identify drivers through frequent reports who have new negative driving violations. Heidelberg Distributing Co. uses SambaSafety's offerings to review job candidate driver profiles before the interview process. When the company hires new drivers, they are then enrolled in SambaSafety's Driver Risk and Activity Monitoring. Heidelberg Distributing Co.'s responsibilities are distributed throughout their corporate divisions: human resources uses continuous monitoring to request background checks on new applicants; the company's attorneys use the SambaSafety software to track crashes or incidents; and the operations and safety manager(s) gain visibility into the day-to-day fleet operations.



WHY SAMBASAFETY?

- Identification of risky drivers through frequent reports of driving violations
- Streamlining cross-functional workloads and reducing administrative burden
- Reduction of potential risk before an incident occurs



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