

JTR Direct LTL – White Paper

April 28, 2025 • Prepared by JTR Logistics

Executive Summary

Traditional Less-Than-Truckload (LTL) networks force freight through multiple hubs, adding cost, risk, and days of transit. JTR Direct LTL bypasses breakbulk terminals with a direct-load model, powered by optimization technology from WARP, real-time visibility from Turvo, and asset capacity from GreenLine Logistics.

Market Challenges in Modern LTL

Multi-stop hub networks add transit time and damage; capacity volatility raises rates; fragmented visibility drives chargebacks; rising ESG mandates demand auditable CO₂ data.

The JTR Direct LTL Solution

Direct-load network, dynamic pallet-level rating, live Turvo visibility, and flexible GreenLine capacity deliver faster, cleaner, and more transparent freight.

Operating Model & Technology Stack

Hub-bypass lanes (CHI ↔ LA, CHI ↔ DAL, DAL ↔ SoCal); WARP TMS optimization; Turvo visibility; MuleSoft integration; Snowflake warehouse.

Quantified Business Impact

Up to 35 % faster transit, 80 % fewer damage claims, 11 % lower CO₂ per 100 lbs, and 12 % lower pallet cost (pilot, Q1–Q2 2025).

Case Study – RFM Automotive

Damage fell to 0.8 %, transit dropped by 2.1 days, zero stock-outs, \$78k annualized savings.

Sustainability & ESG Alignment

Optimized miles cut fuel 9-14 %; CO₂ dashboard; carbon-neutral option in 2026.



Risk Mitigation & Security

SOC 2 Type II audit in-flight, ISO 27001 roadmap, TLS 1.3, zero-trust RBAC, 24×7 control tower.

Implementation Roadmap

Strategic alignment → integration → pilot → public roll-out within ~10 weeks.

About JTR Logistics & Partners

JTR Logistics with WARP, Turvo deliver tech-forward, transparent freight.

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