

# Sonoran Roots Optimizes Logistics with DIZLOGIC

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Case Study Powered  
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**With rapid expansion comes the challenge of managing an increasingly complex supply chain.**



Sonoran Roots is a rapidly growing, vertically integrated cannabis operation in Arizona, with five production sites, seven Ponderosa dispensaries and two extraction labs. With rapid expansion comes the challenge of managing an increasingly complex supply chain. The company sought a logistics partner that could help streamline operations, save time and reduce costs, while keeping consistent communication.

# The Challenge

As Sonoran Roots experienced significant growth, they faced the reality of keeping up with increased packaging SKUs, expanding retail locations and heightened demand for their products. The logistics complexities grew, including managing a wider variety of shipments, coordinating customs and sourcing freight forwarders. As a result, there was a constant need for fast, efficient and cost-effective logistics solutions.



## Time and Energy Spent on Logistics Management

Coordinating with multiple freight forwarders, dealing with HS codes, sourcing quotes, and tracking shipments often led to delays and stress.



## Rising Logistics Costs

Traditional shipping options were costly, particularly when managing international shipments and customs.



## Poor Customer Service from Previous Partners

Other logistics providers lacked transparency and timely updates, causing frustration and inefficiencies.

# The Solution

Sonoran Roots turned to DIZLOGIC, a trusted logistics service by DIZPOT, whose seamless and affordable shipping services offered a comprehensive solution to their logistics challenges.

## Key Benefits from Choosing DIZLOGIC

**Cost Efficiency:** DIZLOGIC's competitive pricing was a game-changer for Sonoran Roots. By offering significantly lower shipping rates compared to their previous providers, Sonoran Roots saved thousands of dollars on both shipping and customs fees.

**Time Savings and Efficiency:** Unlike other freight forwarders, DIZLOGIC handled all the complexities, including sourcing quotes, managing HS codes, and coordinating logistics. This meant that Sonoran Roots could focus on growth rather than spending time managing the backend logistics.

**Customer Service and Communication:** From the moment they initiated a shipment to the final delivery, Sonoran Roots experienced real-time, proactive updates from Martez Davis, their account executive and logistics representative. This level of communication and transparency, including rapid responses to queries, eliminated the delays that were common with other logistics providers.

# Results

By partnering with DIZLOGIC, a service by DIZPOT, Sonoran Roots realized significant time and cost savings while ensuring that their supply chain remained efficient and adaptable to their rapid growth.

## → Cost Savings

Sonoran Roots saved thousands on freight, enabling them to reinvest that money back into their operations.

## → Time Savings

The elimination of time-consuming tasks, such as obtaining quotes, navigating HS codes, and tracking shipments, allowed their team to focus more on strategic growth.

## → Enhanced Logistics Efficiency

The speed and reliability of DIZLOGIC's services improved overall supply chain performance. For example, when Sonoran Roots' acrylic container jars saw a 300% increase in demand, DIZLOGIC's fast response times ensured that their shipping needs were met without delay.



# The Future

With their logistics challenges mitigated, Sonoran Roots is better positioned to continue their expansion. By relying on DIZLOGIC, a trusted and comprehensive service by DIZPOT, they can confidently scale their operations without worrying about supply chain inefficiencies. The company now has the flexibility to focus on its core business—producing and distributing high-quality cannabis products.

**I would 100% recommend DIZLOGIC to any business. They've saved us so much money and time, and the customer service has been phenomenal. Their proactive communication and attention to detail made a huge difference in keeping our operations running smoothly. In this industry, that level of service is rare, and it's been a game-changer for us.**

— Scott Gardiner, Sonoran Roots

## In Conclusion

By providing cost-effective solutions, superior customer service, and streamlining the supply chain process, DIZLOGIC has allowed Sonoran Roots to focus on what matters most: growth and expansion.