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**WERNER<sup>®</sup>**

PREMIUM  
SERVICES



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SERVICES

**MISSION-CRITICAL FREIGHT:**

# Meeting the Rising Demands of High-Stakes Industries

HOW HEALTHCARE AND HIGH-TECH SHIPPERS ARE  
RETHINKING SECURITY, COMPLIANCE AND CONTROL.





The supply chain has become a frontline issue for industries that can't afford disruptions. In healthcare, where medication viability depends on precise temperature thresholds, and in high-end technology, where a single lost server can upend critical infrastructure, freight isn't just freight—it's a matter of performance, protection and public trust.

As global regulations tighten and customer expectations accelerate, the pressure is on. Shippers in these sectors are finding that yesterday's transportation model—built for generalized freight—is no longer good enough. The future demands a new level of security, transparency and responsiveness.

This is mission-critical freight. And it requires mission-critical thinking.







## The High Stakes of Healthcare Logistics

Pharmaceuticals, vaccines, medical devices and biologics all share a common thread: the need for consistent, end-to-end environmental control and airtight compliance. A two-degree deviation in cold chain freight can compromise an entire shipment—and potentially lives.

This challenge is growing more complex as healthcare supply chains become increasingly global and decentralized. Cross-border compliance, shifting regulatory frameworks and patient-centric distribution models require logistics partners who understand more than transportation. They must understand the stakes.

### WHAT IT TAKES

- Validated temperature control (CRT, refrigerated, frozen) with real-time data capture.
- Regulatory alignment including GDP, CTPAT and customs-bonded capabilities.
- Driver credentialing specific to pharma (HVHR training, TSA and hazmat clearance).
- Proactive monitoring and risk mitigation throughout the route.

Visibility isn't a value-add—it's essential. So is experience navigating complex load protocols and secure site requirements.

## The Critical Needs of High-End Tech

For high-end tech manufacturers, logistics can make or break product launches, production timelines and customer relationships. Whether transporting microchips, data center equipment or consumer electronics, shippers need precision, predictability and protection from the unexpected.

Technology products are often compact, high-value and theft-prone. Routing through the wrong location—or even sharing too much information about a shipment—can trigger security breaches or cargo theft. Add to that the risk of vibration, temperature fluctuation or humidity, and it's clear that off-the-shelf freight solutions fall short.

### WHAT IT TAKES

- Strict routing controls and secure operating protocols.
- Out-of-route alerts and tamper detection.
- Specialized driver policies to prevent load exposure or stops in high-risk areas.
- Climate-managed environments that maintain cleanliness and control.
- 15-minute tracking intervals and always-on communication.

For tech, the priority is protection without delay. Every shipment must arrive damage-free, undisclosed and on time.



## Visibility, Security and Specialization: The New Baseline

Mission-critical freight requires more than a carrier—it requires a fully integrated control system. Across both health care and high-tech verticals, shippers now demand:

- Real-time tracking across tractors and trailers.
- Geofencing and deviation alerts.
- Remote temperature monitoring.
- 24/7 staffed operations and proactive communication.
- Dedicated compliance teams to manage regulatory complexity.

The trend is clear: shippers are prioritizing risk mitigation, product integrity and total visibility over speed alone. And in most cases, they're looking for a customized solution—not a one-size-fits-all lane.

## The Role of Equipment Customization

Just as product needs have grown more complex, so has the equipment designed to support them. National shippers are now working closely with asset-based providers to customize trailers with:

- Multiple temperature zones.
- Humidity and shock control systems.
- Enhanced insulation and floor plans.
- Remote diagnostics and reporting capabilities.

This equipment evolution signals a broader shift in the industry—from cost-focused transport to freight as a premium, value-adding service.





## Delivering With Confidence

While technology and compliance are foundational, people still play a central role. The most effective freight solutions for high-stakes industries are rooted in partnership: collaborative planning, rapid response and consistent oversight.

Shippers are increasingly vetting their transportation partners not just on capacity or pricing, but on specialization, certifications, training and reputation. The right provider brings more than trucks—they bring assurance.

## A Model for High-Stakes Freight: Werner's Premium Services

Werner has responded to these evolving needs with its Premium Services, built specifically for mission-critical freight

### FOR HEALTHCARE AND PHARMA

With the enhanced capabilities of Baylor Trucking, a Werner company since 2022, and a powerful network of more than 7,000 trucks, the company offers the scale, expertise and dependability healthcare shippers need.



- **Temperature Control:** CRT, refrigerated and frozen options for precise temperature management.
- **Certifications:** Werner and Baylor together hold a strong portfolio, including:
  - » CTPAT, TAPA Level 2, and GDP certifications.
  - » Custom-bonded capabilities.
  - » PCSC membership and UPS Healthcare Gold Certification.
- **Trained Drivers:** HVHR-certified drivers with TSA, TWIC, and hazmat clearances.

### FOR HIGH-END TECH

- Real-time tracking with 15-minute interval updates.
- Geofencing and out-of-route notifications.
- Secure, climate-controlled environments.
- Specialized routing and communication protocols.

Across both sectors, Werner's equipment is designed in collaboration with national trailer manufacturers to meet exact load requirements. Driver teams are trained to handle sensitive cargo with strict protocols for routing, communication and site access. A centralized control center monitors each load 24/7 from dispatch to final delivery.

Werner's Premium Services offers what today's critical freight demands: security, visibility and absolute reliability.



## The Werner Difference

The logistics landscape is shifting—and for healthcare and high-tech shippers, the path forward is one of greater precision, control and specialization.

Mission-critical freight is not just a trend. It's a new category of service, and one that will only grow in strategic importance. As more companies move toward decentralized, high-value and regulated supply chains, transportation will remain at the core of their success—or failure.

The difference will come down to the strength of their transportation and logistics partnerships.

**Become A Customer Today**