



# Supply Chain Solutions For Mexico Nearshoring



Today's supply chain and operations professionals face a dual challenge of controlling costs while maintaining high-level service. So, what do these professionals need from their transportation and logistics partners?

We found the answers in a recent survey of 150 supply chain and operations leaders, conducted by Werner and Supply Chain Dive's studioID. They're looking for providers that deliver stability amid uncertainty and provide the required service levels and visibility to meet cross-border challenges.

There are many choices for transportation providers in the market, but the complexities of the modern supply chain have shippers looking beyond the lowest rates for more strategic partnerships.

## What do shippers want?

### TODAY'S SHIPPER PRIORITIES

While competitive pricing remains important, shippers increasingly prioritize:



**88%**  
Carrier sustainability performance



**87%**  
High-value freight expertise



**61%**  
Real-time visibility capabilities



**60%**  
On-time delivery



**41%**  
Dedicated capacity solutions

The most in-demand capabilities are those that provide operational agility, cost transparency and end-to-end visibility—all areas where Werner delivers industry-leading value.

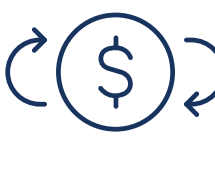
## Cross-border challenges

In response to market forces, cross-border shipping has experienced growth of 30% or more. Transportation executives view cross-border logistics services as crucial in evaluating a carrier's performance in a long-term relationship. The impact of tariffs and growing nearshoring trends are driving the need for logistics partners that can handle complex cross-border logistics.



**53%**

of shippers rate cross-border logistics as extremely or very important.



**31%**

of respondents identify tariffs as a primary transportation challenge.

## Meeting the priorities of today's shippers

Werner delivers value through a blend of competitive rates, consistent service levels and technology-backed visibility and optimization tools, ensuring long-term cost efficiency, not just short-term savings.

### SHIPPER'S PRIORITIES

**61%**  
most important tech capability

**47%**  
capacity availability

**37%**  
top services capabilities

**19%**  
prioritize cross-border capabilities

**7%**  
prioritize specialized equipment

### WERNER'S CAPABILITIES

✓ Werner's modern tech stack delivers visibility.

✓ Scalable capacity across challenging market conditions.

✓ Comprehensive services spanning multi-modal, refrigerated, high-value, and cross-border cold chain.

✓ Established Mexico & Canada operations.

✓ Multi-temp, cross-dock facilities and temperature-controlled trailers support cold chain integrity.

## What we've learned

Operations executives prioritize reliability, visibility, and the ability of their logistics providers to provide innovative solutions.

**Werner leads the way with premium services and unmatched experience:**



### MULTI-MODAL CAPABILITIES

Truckload, intermodal, final mile, and cross-border solutions can adapt to shifting market conditions and reduce total transportation spend.



### EXPERIENCE MATTERS

Track record of handling complex, high-stakes sectors like food & beverage, healthcare and pharmaceuticals.



### PERFORMANCE MATTERS

Commitment to exceptional, safe, on-time performance for urgent, time-sensitive shipments.



### SPECIALIZED EQUIPMENT

Premium equipment for premium cargo, with temperature-controlled, high-security and other options, backed by advanced security technology.

Werner's ability to scale quickly and optimize lane strategy through a blend of assets and logistics solutions ensures your freight arrives exactly when it's needed — without compromise.

Partner with Werner and gain a reliable, experienced team dedicated to moving your freight safely, efficiently and compliantly across the U.S.-Mexico border.

[Learn More](#)

**WERNER**