

Case Study | SizzBoom Fireworks

Kansas Fireworks Distributor Gets Star-spangled Shipping Service from Unishippers

SizzBoom Fireworks' shipping operations sparkle with help from our leading third-party logistics solutions.

SizzBoom Overview

From public school music teacher to entrepreneur with a booming (full pun intended) business, Dale McDaniel's professional story is pure Americana. After employing his music degree for nearly 20 years as a teacher, McDaniel did an about-face, joining the corporate world in an analyst role at John Deere — an iconic American brand.

Around the turn of the millennium, McDaniel decided to test the waters of being his own boss, selling fireworks out of a tent on Fourth of July for extra money. Later he doubled down on his business and became a retail and wholesale fireworks distributor.

"I have stayed in this business all these years because I do love fireworks. But what I love the most is the interaction I have with the customers and vendors that I work with."

– Dale McDaniel, SizzBoom owner

Over the years, the company partnered with logistics providers that had difficulties keeping shipments moving and customers happy. After years of frustration, McDaniel went looking for logistics alternatives to help him protect the business he worked so hard to build. In 2023, he found Unishippers and developed a partnership that would allow him to ship smarter, save money and operate more efficiently.

Industry

Fireworks wholesaler and distributor

Customer since

2023



Roadblocks To Shipping Success

CUSTOMER SERVICE AND COMMUNICATION

Logistics providers gave inadequate support and communication when SizzBoom faced challenges and needed service.

REMOTE AREA DELIVERY

Due to its location, the company had difficulties finding freight carriers that would make pickups when they needed them the most.

HAZMAT SERVICE

Fireworks are regulated and need HAZMAT solutions. However, past logistics providers had difficulty in securing qualified carriers.

FREIGHT CLAIMS

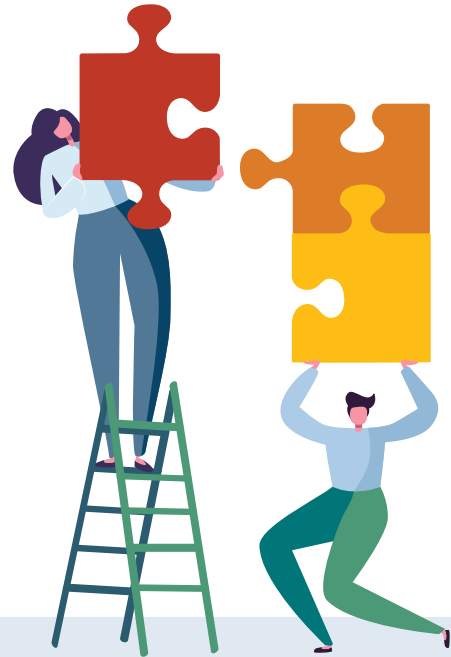
SizzBoom had trouble resolving freight claims and received very little help from its logistics companies on navigating these sometimes-tricky tasks.



A One-stop Shop for SMB Success

Unishippers is an industry-leading third-party logistics (3PL) provider that serves as a one-stop shop for small to mid-sized (SMB) shippers across the nation. With a vetted network of 75+ less-than-truckload (LTL) freight carriers and **85,000+ full truckload (FTL)** and as part of the **nation's largest non-retail authorized reseller of UPS®**, Unishippers has all the solutions SMB shippers need to achieve shipping success.

After filling out a Unishippers online form while researching logistics options, McDaniel was contacted by his Unishippers franchise owner. The two met shortly after and discussed the solutions that Unishippers could provide to address the challenges SizzBoom was facing.



CHALLENGE 1 • Customer Service and Communication

SHIPPER CHALLENGE

Other shipping companies took hours and sometimes days to get back with quotes and other vital shipping information. Additionally, previous logistics companies did a poor job of providing shipping updates regarding the estimated time when shipments were to be picked up and delivered.

UNISHIPPERS SOLUTION

Unishippers is quick to follow up on quotes, provide BOLs and make SizzBoom feel like a priority with personalized support. The communication and customer service are the best the company has ever received from a logistics provider and make him feel like a partner rather than a customer. In fact, SizzBoom never sought quotes from other companies after he started working with Unishippers.

"If I throw something at Unishippers, they catch it. I've only have one season in with them, what a difference. Working with Unishippers has been a huge step up in customer support and communication."

– Dale McDaniel, SizzBoom owner

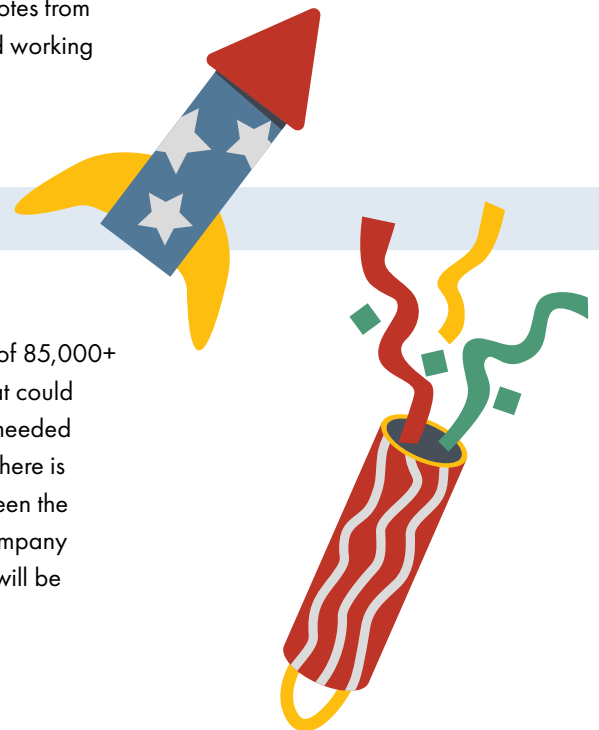
CHALLENGE 2 • Remote Area

SHIPPER CHALLENGE

SizzBoom had difficulties with previous shipping partners who didn't have carrier networks that would deliver to their remote location in Fredonia, Kansas when needed. Often, carriers only serviced the company's area 2-3 days a week which made shipping dates unpredictable.

UNISHIPPERS SOLUTION

Unishippers utilized its network of 85,000+ FTL carriers and found trucks that could make pickups when SizzBoom needed them. Unishippers also ensures there is adequate communication between the carrier and SizzBoom so the company knows exactly when shipments will be picked up and delivered.



CHALLENGE 3 • HAZMAT Shipping**SHIPPER CHALLENGE**

Fireworks are considered hazardous materials (HAZMAT) which means carriers must be trained and certified to move them. The shipping companies that SizzBoom worked with in the past had difficulty securing enough HAZMAT carriers to efficiently move their product.

UNISHIPPERS SOLUTION

Unishippers sought out carriers within its freight network that specialize in HAZMAT freight shipping. In the case of one freight carrier, all drivers were HAZMAT certified. This proved particularly effective since trailers can sometimes be hauled by more than one driver within a company before reaching their final destination.

“Normally I’m not a sycophant for anybody, but my expectations were so blown away after working with Unishippers. I have full faith that Unishippers will be fair about costs and won’t only be looking at their bottom line.”

– Dale McDaniel, SizzBoom owner

CHALLENGE 4 • Freight Claims**SHIPPER CHALLENGE**

Occasionally, in the past, shipments would show up damaged to the customer. Typically, a logistics provider would provide support and help the shipper with claims. However, in one case, SizzBoom received no support even though the shipping company had the documentation to pursue a claim. In the end, Sizzboom paid \$900 out of pocket to appease their customer.

UNISHIPPERS SOLUTION

Unishippers is highly involved in freight claim resolution, taking the burden off SizzBoom to prove where damage occurred. This has allowed McDaniel to save money and use that time to focus on his business.

**On a Personal Note**

McDaniel said that shipping logistics is not his strong point, and that by having the personalized support of his Unishippers franchise in his corner, he has been able to shed stress and focus on his business. In fact, Unishippers franchise owners are small businesses, too, and understand the unique challenges that SMBs face.

“I appreciate the security of knowing that professionals are handling my shipments. I can’t imagine ever leaving Unishippers now that I found you guys. My franchise owner and his team have just been awesome.”

– Dale McDaniel, SizzBoom owner

Unishippers and SizzBoom are having a blast together!

Unishippers and SizzBoom have been working together since early 2023. McDaniel said he cannot imagine a scenario in which he would seek out another logistics partner. In fact, McDaniel has spoken to others in the fireworks industry and told them about the outstanding service he has received from Unishippers.

"If there's a Unishippers franchise fan club, I would certainly be a fan of it. I've had some conversations with my peers and tell them there's nobody finer than Unishippers."

– Dale McDaniel, SizzBoom owner

Looking for a shipping partner to help elevate your SMB success?

Unishippers is built on the franchise model, which means we know SMBs and what they need to succeed. Each individual franchise has a deep commitment to customers because they truly understand, on a personal level, what it takes to run a business.

But your franchisee isn't in it alone. They are backed by the WWEX Group family of brands — which also includes Worldwide Express and GlobalTranz — giving you access to big business capabilities, expertise, technology and buying power. It's the best of both worlds! And with a network of 200+ franchises across the nation, the Unishippers team is ready to jump in and help your business thrive.

Unishippers helped SizzBoom with both their specialty freight needs, and we can help you, too! Ready to get started?

[REACH OUT FOR A FREE CONSULTATION](#)



Authorized Reseller

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