

# GroScale Connects Shippers And Carriers Directly to Cut Costs And Build Stronger Delivery Networks

## Shipping & Logistics Route Optimization

### Shippers And Carriers Pay The Price For An Outdated Middleman Model

Small and independent carriers across the United States deliver packages every day, but most operate under large national brands as independent contractors with no control over their own business. "The brand controls the pricing of that package to the shipper. The brand controls how much they're going to pay that independent contractor," says Chris Mittelstaedt, Founder of GroScale. "So there's really no pricing control that that independent contractor actually has."

Shippers overpay at the same time. GroScale found that for a package charged at roughly \$14.50 by a large carrier, the independent contractor performing the delivery might receive only about \$2.70. When GroScale approached those same contractors directly and offered \$8 to \$10 per package, the response was immediate. "That would be amazing," they said. The shipper saves \$4 to \$6 per package, and the carrier gains \$6 to \$8, but without the technology to connect them, neither side could reach the other.

### Thirty Years of Shipping Experience Reveal a Better Way to Deliver

GroScale is Mittelstaedt's second entrepreneurial venture. He founded The Fruit Guys in 1998, a business that delivers fresh fruit to offices across the United States and is still in operation today. Running a perishable delivery business meant finding carriers who could deliver product safely, on time, and often with white-glove service. Large national carriers could not meet those requirements consistently. "We really were working with regional and local carriers to make those deliveries happen," Mittelstaedt explains. "And that inspired us to develop our own technology to align the way that we thought about product with the right carrier."

In 2023, Mittelstaedt left The Fruit Guys and spun that technology into GroScale, a standalone platform connecting shippers directly with small and independent carriers. Today GroScale serves shippers across perishable food, medical logistics, e-commerce, and general parcel delivery.

- ✓ Shippers save up to 50% on delivery costs while carriers double their margins
- ✓ Route4Me route optimization embedded in the platform gives carriers professional tools from day one
- ✓ Virtual sort-and-seg eliminates the need for carrier warehouse infrastructure
- ✓ 24/7 Route4Me support keeps carriers running through real-time challenges on the road

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*As an entrepreneur, the same excitement I had to work with small farmers and bring their product to the world, I really wanted to do the same thing for small carriers.*

**Chris Mittelstaedt**  
Founder, GroScale

 GroScale



## Every Carrier Gets Professional Route Optimization From Day One

Early on, GroScale partnered with a third-party developer who was building his own route optimization tools. "It just wasn't the right long-term outcome," says Mittelstaedt. "There were lots of failures, there were lots of bugs, there wasn't any support."

As GroScale got serious about becoming its own company, the team decided that route optimization was a specialized category best handled by an expert. After evaluating multiple technologies, GroScale embedded Route4Me directly into the platform. Now any carrier who joins, whether a single-van operator or a 100-truck fleet, immediately gains access to route optimization, route creation, and driver management. Route4Me's 24/7 support gives carriers a lifeline for the real-time challenges that come with having drivers on the road every day. "Having technical support that allows you to manage those variations is really important," says Mittelstaedt.

## Carriers Take Full Control of Pricing, Scheduling, and Growth

GroScale's carrier base ranges from an individual just starting out with one van to established businesses with 50 or 100 trucks covering entire regions. What the platform provides all of them is autonomy. Carriers set their own pricing, manage their own routes, assign their own drivers, and develop direct relationships with shippers.

"Get out from under the thumb of the feudal landlord and come into a marketplace, connect directly with shippers, and we're going to give you the tools to actually run your business like your own business," Mittelstaedt explains.

Shippers benefit equally. Working directly with local carriers means better service, white-glove delivery options, and stronger communication with fewer steps in the supply chain. "That makes for a better delivery experience," says Mittelstaedt.

## Virtual Sort-And-Seg Removes The Biggest Barrier To Small Carrier Growth

The tight coordination between GroScale and Route4Me enables a capability Mittelstaedt is particularly excited about.



When shippers provide package data 24 hours in advance, GroScale distributes it across carriers and Route4Me optimizes the routes. The system generates labels printed by pallet in delivery order, performing the sort and segmentation digitally at the shipper's warehouse.

Carriers simply transfer pre-organized pallets into their vehicles and go out on route. No warehouse lease. No sorting staff. No capital investment. "That can have huge downstream time and cost effects that the shipper benefits from and that the carrier benefits from," says Mittelstaedt.

GroScale also works with larger carriers who already operate their own transportation management systems, integrating Route4Me optimization into their existing workflows. "The industry can accidentally silo way too much," Mittelstaedt says. "We think that's the only way in the long run that small carriers really participate in a broad national network."

## About GroScale

GroScale is a logistics technology platform that connects shippers directly with small and independent carriers across the United States. Founded by Chris Mittelstaedt, who spent nearly 30 years as a shipper running The Fruit Guys, GroScale gives carriers marketplace access, direct shipper relationships, and embedded Route4Me route optimization to grow their businesses on their own terms.

[www.groscale.com](http://www.groscale.com)

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*If you actually include carriers in the conversation and you include them in the solution, you will get a better result for the shipper and for the carrier.*

**Chris Mittelstaedt**  
Founder, GroScale