

KAG's Hurricane Response Keeps Supply Chains Moving

Overview

Hurricane season runs from **June 1 to November 30**—and when a storm strikes, recovery hinges on preparation. For KAG, preparation begins well before a storm makes landfall. By securing dedicated capacity and strategically staging assets in advance, KAG helps ensure its customers experience minimal disruption. In times of crisis, businesses with guaranteed logistics support are prioritized—providing a critical advantage when supply is limited and every hour counts.

Challenge

A major hurricane threatened fuel supply chains across several southern states. Businesses without guaranteed transport were left scrambling to restore operations. KAG's customers, however, had the advantage of **dedicated service and pre-positioned resources**, giving them access to product and peace of mind.

Response Timeline

Preparation

Before landfall, KAG initiated its emergency protocols:

- Reviewed internal emergency response & continuity plans
- Communicated readiness expectations with all customers
- Deployed up to **60 emergency response drivers** from across the U.S.
- Staged fully loaded vehicles strategically near key supply points
- Secured property and established alternate routing and journey management plans in the event of infrastructure damage

During the Storm

KAG maintained proactive and transparent communication:

- Issued 3x daily updates to customers and suppliers
- Prioritized deliveries to critical locations (e.g., essential retail stores)
- Actively coordinated with fuel terminals and supply racks to monitor product availability

Recovery Phase

As the storm subsided, KAG pivoted immediately to recovery efforts:

- Assigned each customer a central point of contact to coordinate resupply
- Maintained 3x daily updates on operations status
- Worked closely with state and local authorities to accelerate recovery timelines

Results

- 1 Faster resupply to priority locations
- 2 Fewer disruptions to business operations
- 3 Elevated confidence in crisis logistics performance



When disaster strikes, everyone is scrambling for supply—but those with locked-in, guaranteed service move to the front of the line. KAG's experience shows that trusted logistics partners with national capacity and proven protocols can make the difference between weeks of delay or a swift return to business.

Don't wait until a storm is on the radar. Secure your supply chain today.

Visit www.thekag.com or call 1-800-462-0770