

CASE STUDY

# How Pine Lake Optimized Plant & Tree Sourcing for a Large Commercial Project

ojo



# About Pine Lake Nursery & Landscape Inc

## PROJECT TYPE

Commercial, city, high-end residential

## VOLUME

High sourcing volume, projects exceeding on average \$20,000/project

## FREQUENTLY ORDERED MATERIALS

Caliper trees, shrubs, palms

Pine Lake Nursery & Landscape Inc is a green industry leader with over 150 years of professional experience in growing, installation, irrigation, and maintenance services. They are renowned for outstanding quality and consistently providing Florida Grade 1 products.

Today, Pine Lake is an important member of Florida's landscaping community, and have an exemplary record, including referrals from many city councils, commercial clients, and HOAs.

# Why Pine Lake Needed Optimized Plant Material Sourcing

As a nursery themselves Pine Lake takes pride in their quality and wanted to maintain their standards as they scaled up. With over 75 acres of plant materials across two locations at their disposal, the Pine Lake team had in-depth knowledge of Florida grades, and inspection requirements.

However, for larger orders their team often faced challenges with coordination between multiple external suppliers. They needed a simpler, better way to fulfill high-volume landscaping projects

## CHALLENGES

### Top Challenges for Pine Lake:

- 1 Coordinating logistics between multiple suppliers
- 2 Ensuring consistent and uniform quality benchmarks
- 3 Getting the best possible market price for materials



# One-stop, Hassle-free Sourcing Solution by GoMaterials

GoMaterials partnered with Pine Lake to take over plant sourcing for their larger projects. From searching through hundreds of suppliers for estimation to timely delivery, GoMaterials offered a completely hassle-free solution.



## What's Included in the End-to-end Service by GoMaterials



Estimating the best quote based on price, and availability and logistics



Ensuring great quality and clarifying any issues with inspectors, and architects



Managing logistics on the delivery day including follow ups



Always-on, dedicated customer service throughout the whole process

## FEATURED PROJECT

# Ascend Waterleigh Apartment Complex in Winter Garden, Florida

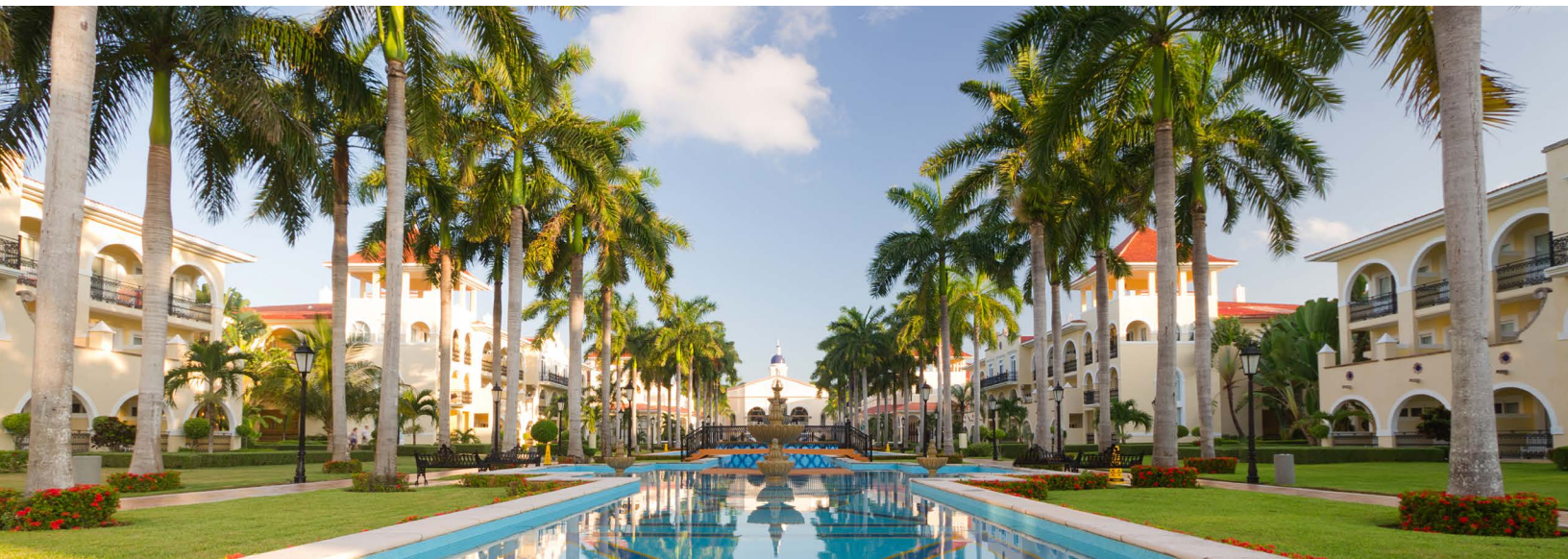
## Project Overview

As an ongoing project, spanning over 6 months, project estimation, and coordinating deliveries was going to be a huge challenge.

Additionally, Pine Lake's team wanted to ensure uniform, and stringent quality. More specifically, they preferred Florida No.1 grade trees, for consistent quality and tone.

## Project Challenges

- Unforeseen delays and quality concerns due to a hurricane in the region.
- Separate plantation schedule released on a rolling basis for each building and common areas.
- Additional time required to load and unload materials due to the large order size.



# How GoMaterials Helped

- 1 Assigned a dedicated operations manager and daily calls for tracking
- 2 Meticulously planned to offset the longer load-times for the order
- 3 Leveraged the industry's best estimators & vast supplier network to lock-in competitive pricing
- 4 Set up last-minute storage with our suppliers to keep materials hydrated when the delivery schedule got delayed

## SUMMARY

### Project Highlights

**9905**

Shrubs, palms & trees sourced

**50**

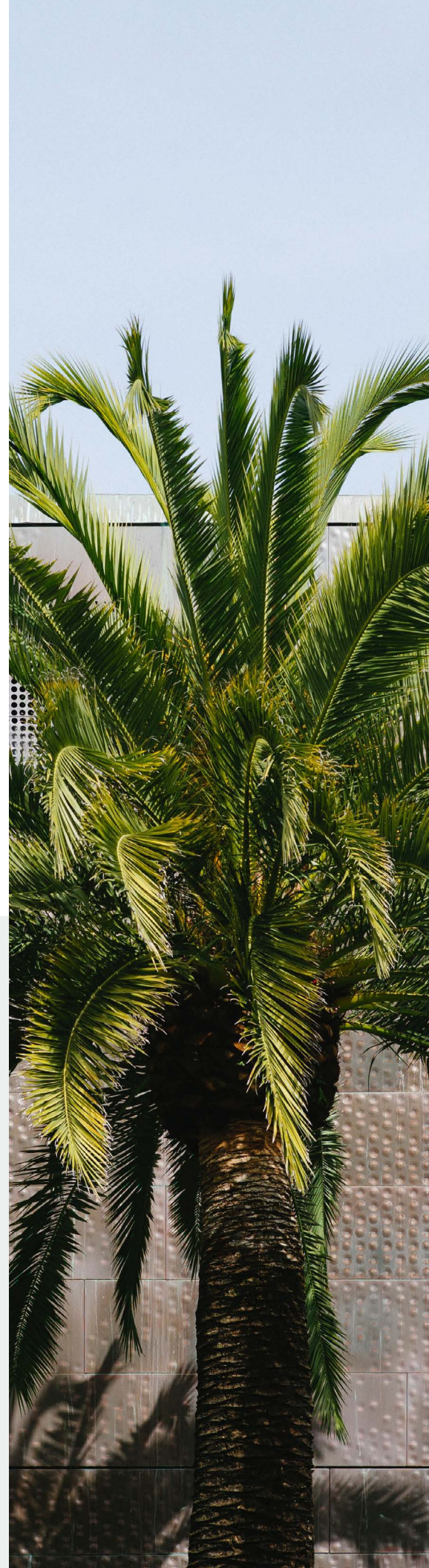
Hours spent coordinating

**No. 1**

Florida No. 1 grade materials

**12**

Delivery trucks



# GoMaterials & Pine Lake Story to Date

Since the first order from Pine Lake in 2018, the GoMaterials team has successfully delivered several large orders and continues to be a trusted sourcing partner.

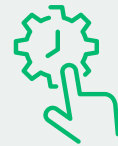
## AT A GLANCE

### The Partnership at a Glance



60,000+

Total plant units delivered



~250

Estimated administrative  
hours saved to date

## What the Pine Lake Team Says

“

At GoMaterials, they do the work for you! Simply send in your wish list with budget costs. They will then find it and ship it to your location when you need it. One stop shopping at its best.

**Jeff Greaux**

Construction Manager,  
Pine Lake Nursery & Landscape Inc

# Learn how GoMaterials can help your business.

FLORIDA: +1 407-250-3617

[INFO@GOMATERIALS.COM](mailto:INFO@GOMATERIALS.COM)

NEW YORK: +1 917-231-2622

[GOMATERIALS.COM](http://GOMATERIALS.COM)

CANADA: +1 514-247-4458

The image features the lowercase letters 'go' in a large, bold, white, sans-serif font. The letters are positioned in the bottom right corner of the page, set against a solid green background. The 'g' and 'o' are connected at the top, and the 'g' has a long, vertical stem that extends downwards.