



147 W 25th Street
6th Floor
New York, NY 10001

New York - August 3, 2020

ROSE, a privately-owned NVOCC and air freight forwarder is excited to announce a corporate rebranding and major technology investment as the start of a multi-year growth and market expansion plan. Partnering with industry-leaders Catapult and CargoWise, ROSE has overhauled its pricing and customer service platforms to provide clients and overseas agents with a seamless experience and full visibility of their cargo throughout its journey.

“We had outgrown our previous systems but spent years trying to find the right partners to supply cutting-edge technology, said Neal Rosenberg, President of ROSE. “Catapult simplifies the quoting process down to a few clicks, giving our pricing and sales teams more time to spend actually servicing our clients and cultivating new business.” With these upgrades, Rose’s web-based quoting includes door trucking rates, equipment free time, sailing schedules and the ability to instantly approve or reject a quoted rate.

Integration into CargoWise will allow quotes to flow seamlessly into bookings, shipping instructions, documentation and billing. “We used to compile daily tracking reports for major clients, but now they simply log into the WebTracker” said ROSE Vice President Lance Beresnoy. “In addition to tracking rail, vessel and air movements for each leg of the journey, clients can view and download copies of commercial documents, Bills of Lading, our invoices - and it’s fully customizable for a particular client, down to which of their staff members can access information or document types.”

As part of this new technology rollout, ROSE has updated its corporate branding. Our new crisp logo and slogan – Navigating the World – capture the essence of our business. Our email and web presence is now ShipRose.com – while our history is in seafreight, the future includes air and road as well. With these technology advancements, ROSE has been able to plot a clear course for future growth. “We’re more efficient, taking more time to interface with our customers, and leveraging our buying power with carrier partners to make us as competitive as possible. We’ve brought on a new Director of Procurement, designed a crisp new branding scheme and a gorgeous website. We’re growing and excited at all that the future brings.” said Josh Rosenberg, ROSE Vice President.

Founded in 1994 by Neal Rosenberg, ROSE has grown into one of the largest privately-owned NVOCCs in the United States. Providing an exceptional customer experience to all our clients and partners, service is at the forefront of everything we do.

