



INNOVATIVE LOGISTICS, INC.

This ship being used in the sequel to 'Pirates of the Caribbean' is moved as needed by Innovative Logistics.

## Shipping out

### Memphis logistics firm moving props for both 'Pirates' sequels

BY EINAT PAZ-FRANKEL

It wasn't Captain Cook who navigated the ships seen in Disney's "Pirates of the Caribbean" from California to the Caribbean — it was Bob Cook.

Currently working with a division of Walt Disney Pictures on the two sequels to the successful movie — the first "Pirates" grossed more than \$305 million at the box office — Cook's intermodal firm, Memphis-based Innovative Logistics, is moving everything from props and costumes to special effects and sets. And, of course, Innovative is hauling parts of 60- to 120-foot-long pirate ships from Disney's California production studio to Florida and from there to the Caribbean, where all parts are put together.

"They're made to look like real ships, but they can't float on the sea," Cook explains.

**'During last year's hurricane season, we shipped (pieces) back to protect the goods.'**

**Bob Cook**

Innovative Logistics, Inc.

In 2002, Disney contacted Cook and he did the logistics on the first movie, "Pirates of the Caribbean: The Curse of the Black Pearl," which was released a year later. Innovative is now continuing to work with Disney on the sequel "Pirates of the Caribbean: Dead Man's Chest," to be released this July, and the third yet-to-be-titled movie, to be released next year, a Walt Disney Studios spokesman confirmed.

"We're doing all the logistics on any item that needs to move from point A to B," Cook says.

Depending on the piece, the logistics involves flatbed trucks, trains, ships and barges. Time-sensitive items need to arrive at the shooting site within five days, which poses challenges, Cook says.

"If something stalls shooting, it costs (Disney) money to keep the crew and cast," he says.

Another challenge is weather, which made shooting difficult last summer.

"During last year's hurricane season, we shipped (pieces) back to protect the goods," Cook says.

He estimates his current contract on the two sequels to be worth \$1.5 million, but that's not the only rewarding aspect of it.

"It's exciting, out of the ordinary," Cook says. "I felt proud to see the first successful movie."

Aside from shipping pirate ships and swashbuckling swords, Innovative ordinarily hauls furniture, sporting goods and clothing for some 40 customers, totaling 3,500 containers per year, Cook says. Founded in 1996 in Seattle, Wash., Innovative relocated to Memphis two years ago and saw revenues of \$10 million in 2005, he says.

As one of five agents of Memphis-based intermodal firm Cornerstone Systems, Inc., Innovative is using Cornerstone's trucking, intermodal and invoicing services, says Cornerstone's CEO Rick Rodell.

"In this case, Innovative does the logistics and we provide the framework," Rodell says. "Cook is an independent contractor working as an extension of us."

The complexity of the "Pirates" project is felt by Cornerstone as well.

"Moving and handling delicate or over-sized parts of a large set involve lots of permitting and coordinating with local municipalities," Rodell says. "Sometimes telephone wires need to be moved."

However, taking part in a Hollywood production is a "neat opportunity," he says.

"Working with Hollywood from a transportation standpoint is fun," Rodell says, "especially when I go to see the movie with my grandchildren and I'm able to say 'we moved it.'"

Never at a loss for interesting business — Cornerstone recently brought antique Bentley cars over from England for a U.S. tour — Rodell always has his eyes open for additional thrilling projects in the future.

The next opportunity may be just around the corner. Cook says Paramount Pictures recently inquired about Innovative Logistics' services.

**Innovative Logistics**  
Intermodal services

**President: Bob Cook**  
**Address: 1355 Lynnfield Road**  
**Phone: (901) 761-3131**