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**FOR IMMEDIATE RELEASE**



**Unishippers Global Logistics Sends Out Helpful Holiday Shipping Reminders**

*Third-Party Logistics Company Shares Freight and Small Package Shipping Tips to Cut the Stress and Streamline Processes During Crucial Time of Year*

**SALT LAKE CITY** – To avoid potential shipping disasters and ensure an efficient and cheerful holiday season, small and mid-size businesses can benefit from a shipping refresher that gets their warehouses up to speed during a stressful time of year. [Unishippers Global Logistics, LLC](#), one of the nation’s largest third-party logistics companies, has narrowed down the shipping tips that can help small and medium-sized businesses avoid lost, delayed or damaged shipments and provide an additional boost to the bottom-line during the peak of the season.

*Properly Prepare Pallets.* In the rush to get freight out the door, it’s easy to overlook pallets, which when not properly prepared, can lead to damaged shipments. Before wrapping pallets, take an extra moment to ensure that the pallet is in good condition and that boxes are loaded squarely. Don’t skimp on shrink wrap; poorly wrapped pallets are the main reason that boxes end up damaged or lost. Two to three complete wraps around the pallet is standard practice to secure the load.

*Reinforce Packaging.* As an added safeguard against potential hazards, packaging needs to be as secure as possible. An easy and effective way to reinforce packaging is by taping the opening and seams of the boxes with 2-inch-wide clear, brown, reinforced or paper packing tape. Do not use the following materials: cord, string, twine, duct tape, basic tape or masking tape. For fragile items, it’s always a good idea to box them twice to avoid damages.

*Review Shipping Rates.* Many carriers have implemented new pricing and protocols to better handle the heightened volume. Compare and contrast different shipping costs and delivery times before the holiday rush begins. A 3PL partner will use a transportation management system to show multiple carriers and costs in one place.

*Protect Labels From Wet Weather and Mix-Ups.* Protecting shipping labels is an important step to ensure shipments get to where they need to be without delay, especially over the holidays when snow and sleet are common. Preferably, use the label sleeves provided by the carrier or place a strip of clear packing tape over the address area and be sure to avoid any barcodes that require scanning.

*Ship Perishable Items on Certain Days of the Week.* The best days to ship perishable items are Mondays, Tuesday and Wednesday with next-day delivery. Saturday deliveries will result in an additional charge and most businesses are closed during the weekend anyway. If there is a chance your package will be waiting a couple extra days at its destination, be sure to check the weather at its arrival location to ensure it is not exposed to extreme temperatures.

*Manage Customer Expectations.* All small business shippers should be managing their customers’ expectations, especially around the holiday season during peak shipping times when transit times and service guarantees are likely to change. Inform customers of how quickly you can fill an order and always include the time it will take their shipment to get from point A to point B.

*Review Insurance Options.* If a shipment is damaged in-transit, basic liability may not cover the full value of the shipment. With shipment insurance, businesses are more likely to recover the full value of the damaged shipment and the process for filing a claim is often easier.

*Plan Ahead for Holiday Closures.* Finally, Unishippers always recommends avoiding the rush and shipping as early as possible. The majority of shippers will not deliver packages on Thanksgiving, Christmas, New Year's Eve or New Year's Day. To review key shipping dates, consult the specific carriers' website or with a 3PL.

"The shipping landscape continues to evolve and new challenges present themselves especially during the holiday season," CEO & President Kevin Lathrop said. "As the end of year approaches, it's vital to put your business in the best position possible for the New Year. The sooner a small or mid-size business focuses their attention on improving procedures and protocols in advance of the holiday season, the better equipped they'll be to respond to the unexpected. Unishippers franchisees and shipping consultants live and breathe this industry and continue to be a valuable partner and advocate for their customers."

### **About Unishippers**

Unishippers Global Logistics ("Unishippers" or the "Company") is a leading provider of third party logistics services to over 50,000 small and medium-sized businesses through a network of nearly 300 franchise locations and affiliate outlets. The Company offers small package and heavy freight services, including LTL, FTL and air freight through UPS®, Saia®, Estes®, YRC Freight and UPS Freight® and other major carriers to manage the pickup, transport and delivery of customers' shipments. The franchisees leverage the scale of the combined network to offer customers attractive shipping rates and are committed to providing best in class service. Unishippers' strategy has resulted in significant growth year after year, and the Company has been recognized as a top freight broker by *Transport Topics* and a top franchise by *Entrepreneur*, *Franchise Times* and the *Inc. 5000*. The Company was founded in 1987 and is headquartered in Salt Lake City, Utah. For information on Unishippers, including information on franchising opportunities and price quotes, visit: [www.unishippers.com](http://www.unishippers.com).

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