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4 Ways Businesses Can Save Money on Inbound Shipping

Unishippers Global Logistics Offers Small to Mid-Size Businesses Tips on Improving Processes and Taking Control of Inbound Freight Costs

SALT LAKE CITY – As transportation costs continue to rise and are passed onto the consumer, it is essential that businesses stay one step ahead when it comes to their shipping needs. By taking control of both outbound and inbound freight costs, a business can save money and ensure maximum efficiency.

As a leading provider of third party logistics services, [Unishippers Global Logistics](#) recognizes that its core customer – the small and mid-size business – stands to gain the most from focusing on their inbound programs.

“Small and mid-size businesses, especially, tend to focus on maximizing efficiency with outbound freight and overlook inbound shipping as an opportunity to cut costs and improve their efficiency,” said Kevin Lathrop, president of Unishippers Global Logistics. “In a competitive marketplace, a more rigorous program to manage inbound freight can minimize delays, trim the bottom line and increase predictability and reliability.”

Unishippers has identified four ways that a small to mid-size business can monitor and control inbound shipping and boost their bottom line.

- 1. Increase Supply Chain Visibility.** A lack of complete shipping visibility can lead to excess inventory and decreased efficiency – both of which cost businesses money. Tracking and controlling the movement of your inventory and freight activity is the first step to increasing supply chain visibility. The best way to gain full control of managing shipments is through track where all shipments are coming from and being delivered. It can be a simple document with a state-to-state matrix or something more sophisticated and detailed, such as what can be provided by a transportation management system.
- 2. Analyze Your True Costs to Save Money.** Ask yourself: do you as a business owner have a good handle on what a purchase order actually ends up costing? If suppliers are controlling your inbound freight, it's likely that shipping services are built into the product price and you are likely paying too much as many vendors mark up inbound shipping costs. To save money, consider identifying a 3PL to work with your vendors to book and manage your shipments based on your negotiated pricing.
- 3. Consolidate and Collaborate When Possible.** One big order will generally ship for less than several smaller orders, so implementing a consolidation program among multiple departments will help ensure better services and rates. Because the procurement department may not understand the goals of transportation and logistics department in relation to cost and services optimization, work to break down barriers and better align shipping patterns. Together, you can keep track of your orders and their frequency so that your company can better arrange orders by volume.
- 4. Create a Routing Guide and Ensure Compliance.** A routing guide provides a set of operating rules for your business and its preferences, including carrier selection, routing packaging and labeling, claims and credit terms. Implement a system where your most up-to-date routing form makes it into the hands of

those in charge of shipments. These documents can serve as a simple, cost-effective way to improve transportation management. Once the guide is distributed to suppliers and carriers, make sure to confirm that they are adhering to the terms of your most recent guide.

Ultimately, a shipping partner—such as a third party logistics company—can evaluate all aspects of both outbound and inbound freight costs and provide a plan that improves predictability and reliability within your company’s supply chain and enhances overall customer service. For more information, visit www.unishippers.com.

About Unishippers Global Logistics

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.

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