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**Nation's Largest Shipping Reseller
Offers Expert Logistics Advice for Shipping Overseas**
Tips from Unishippers Help Small Businesses Ship Internationally

Salt Lake City, UT – In the global marketplace, international shipping provides an ever increasing growth opportunity. Many small businesses are intimidated by the complexity of exporting and importing regulations, paperwork and associated cost. A little advice and foresight on the front end can help prevent unnecessary mistakes, fees and stress.

With this in mind, Unishippers Global Logistics, LLC, the nation's first small package and freight shipping reseller, is offering the following expert international shipping advice for small to mid-size businesses.

1. Use online shipping tools from major carriers and third party logistics providers (3PLs)/resellers to help determine country-specific regulations, restrictions and to prepare paperwork that will differ from country to country and from commodity to commodity. Such tools help guide a novice or even an experienced small business through the process to mitigate mistakes and missteps.
2. Ship with an experienced reseller or 3PL that specializes in providing small businesses with local representation and consultancy on international shipping.
3. Package your items correctly according to air transportation safety regulations to avoid unnecessary custom delays and damage that may result from long, multi-mode travel. Be extra careful to include enough of whatever protective materials are appropriate for the product in question. Saving money on packaging will result in higher costs from damaged and refused goods.
4. Understand transit times offered by the carriers that you utilize (a good reseller/3PL can help with this) and plan accordingly. Transit times for import and export can be affected by many factors. Sometimes overnight shipping is not truly overnight due to shipping across many time zones and through several government agencies. It is important to truly understand transit times so that both you and your customer know what to expect.
5. Understand the difference between door-to-airport and door-to-door service and how it affects pricing, timing and services needed: Door-to-Airport is a service term used by airfreight carriers indicating that the pick-up of goods and transportation to the final destination airport is inclusive in the price quoted. However, unlike door-to-door service where the through delivery of cargo from shipper to receiver is included, the cost and transportation to the final destination are not included in the door-to-airport price and need to be arranged separately. Using a 3PL can make navigating these choices and arranging for intra-country transportation easier.

Unishippers, one of the largest shipping resellers in the country, prides itself on being the trusted shipping advisor for many small businesses and provides a dedicated account team of Shipping

Consultants at each local office to help individual customers efficiently and effectively navigate international shipping requirements.

“Because of some recent Federal Aviation Administration (FAA) incidents involving improperly packaged materials, international shipping will probably see increased regulation enforcement in the coming months,” said Dan Lockwood, CEO of Unishippers. “Small business owners cannot afford to have problems when shipping items, which is why it is critical for companies that are new to international shipping to consider an experienced third party provider to assist them with international shipping.”

A third party logistics provider, such as Unishippers, can also help businesses navigate the insurance options available to them either through the shipping provider or through their own insurance carrier. Additionally, some third party logistics providers, such as Unishippers will even convert currency for businesses, so that if they are billed in Euros, for example, the business customer will receive the final invoice in U.S. dollars.

About Unishippers

Founded in 1987, Unishippers has grown to be one of the largest resellers of complete shipping services in the nation with more than 285 franchise locations. Headquartered in Salt Lake City, UT, the Unishippers concept is simple – work with major carriers including UPS[®], Saia, Estes and YRC[™] to handle the pickup, transport and delivery of customers’ shipments. All the while, local franchisees work to provide customers with service and support. By leveraging the combined shipping volume of all its customers, Unishippers gets deeply discounted rates from its carriers, resulting in lower shipping costs. Unishippers serves more than 50,000 small to mid-sized businesses annually, and has been recognized as a top franchise in 2009-2010 by *Entrepreneur*, *Franchise Times* and *AllBusiness*. For information on Unishippers, including information on franchising opportunities and price quotes, visit www.unishippers.com.

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