

INBOX

INDUSTRY NEWS

DHL Wins Quality Service Award

DHL recently received a PR Platinum award from PR News in the Employee Relations category for the successful launch and execution of its "I'm On It" campaign. The campaign articulates DHL's brand promise of delivering a superior customer experience into employee terms by innovating internal communications to drive positive business results. DHL's internal brand campaign provides a platform that explains employees' roles in a customer-driven culture by focusing on taking ownership of issues in order to achieve the highest levels of service. "I own it, I am accountable, I am responsive and I will follow through," are key messages behind the campaign.

Free Shipping Expected to Motivate Sluggish Sales

A potentially sluggish holiday sales season this year may mean a free shipping bonanza for shoppers. According to a survey conducted by Shop.org, 41.4 percent of those polled said that they will be offering free shipping with no conditions, compared to 36.0 percent in the year-ago period. About 60 percent of those surveyed said they will offer free shipping upgrades compared to 49.3 percent a year ago. "Free shipping offers drive online sales more than any other promotion, which is why they remain popular with retailers," said Scott Silverman, executive director of Shop.org.

Old Dominion Opens Two New Service Centers

Old Dominion Freight Line has announced the opening of two new service centers — one in Jonesboro, Arkansas and another in Erie, Pennsylvania. The opening of the Jonesboro and Erie service centers is expected to provide faster, more efficient service to customers. Old Dominion Freight Line, Inc. is a leading less-than-truckload (LTL) super regional carrier, offering an array of innovative products and services and provides complete nationwide coverage, including 38 states with 100 percent full-state coverage and international services around the globe.

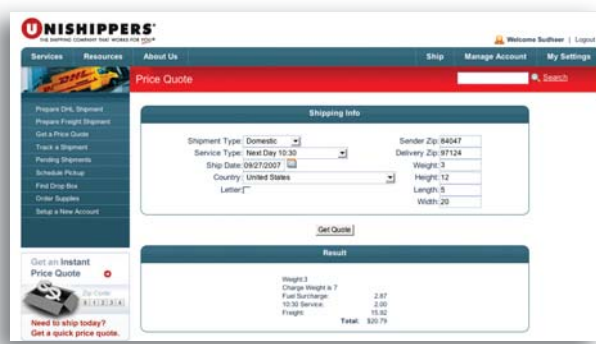
New Unishippers.com Website Benefits Customers

Unishippers is pleased to announce the upcoming launch of a new Unishippers.com website for its valued customers. Following extensive customer research and significant technical development, Unishippers has created a new online shipping experience designed to make shipping faster and easier. As visitors come to the new site, they will see a whole new look, some user-friendly enhancements and several new capabilities. The ultimate goal is to provide a better online shipping experience to customers.

Several new features have been added to make customers' lives easier, including:

• DHL International Shipping.

Unishippers customers will be able to manage all of their international shipments through one website, Unishippers.com. The new site guides users through the process of creating international waybills with the proper customs codes, and it allows them to fill out and submit required forms electronically.



• Alternate Shipping Address Capability.

This newly added feature allows site users to arrange for shipments from locations other than their billing or contract address, which can be useful for drop shipping or for creating waybills from a central office that will be used by remote offices or clients.

• Online Account Management.

The new website has some very useful customer account management tools, which allow users to view and manage account information and shipping history online. By having access to recent invoices, customers



will be able to analyze and understand their shipping trends, helping them to better manage costs.

In addition, waybill preparation is easier than ever before. For example, when customers enter the destination ZIP code, the site automatically suggests the city and state, saving time and ensuring accuracy. Customers can speed up this process by accessing information stored in a searchable address book, which can be imported from existing address book formats. Customers can also get Instant Price Quotes on shipments by browsing the rates available for different service levels.

The new site has been carefully organized so that visitors can quickly find what they are looking for — from a quick price quote to DIM weight calculators to customs documents required for international shipments. The site also includes useful information about the various services Unishippers offers, descriptions of carriers, a drop box locator and the ever-popular shipment tracking tools.

"We're very excited about the launch of the new Unishippers.com website," says Unishippers' Director of Technology, Alan Humpherys. "The new site includes shipping tools we've never had available before, and we think these tools will really benefit our customers."

A special online tutorial, now available on the homepage of Unishippers.com, serves as an easy guide to navigating the new site. Customers who have previously used Unishippers.com to process DHL shipments online may use their existing username and password. Customers who used Unishippers.com before may contact their local office to get login information.

As always, Unishippers is committed to providing the very best shipping experience, and hopes its customers find the new site to be a big step forward.

Customer Chronicles

Las Vegas Harley-Davidson Seeks to Fulfill Dreams

In 1903, William S. Harley and Arthur Davidson sold their first Harley-Davidson motorcycle. The factory in which they worked was a 10 x 15-foot wooden shed with the words "Harley-Davidson Motor Company" crudely scrawled on the front door. Today, the Milwaukee-based Harley-Davidson Motor Company has hundreds of dealerships in dozens of countries.

The company has been manufacturing motorcycles for more than 100 years that "fulfill dreams" as outlined in the company's mission statement: "We fulfill dreams through the experience of motorcycling by providing motorcyclists and the general public an expanding line of motorcycles and branded products and service in selected market segments."

Since the 1940s, Harley-Davidson Motor Company has had a retail presence in Southern Nevada. The current owners, Las Vegas natives Tim Cashman and Don Andress, are motorcycle enthusiasts. Don experienced his first motorcycle ride at age

1-1/2 on his father's 1937 Harley-Davidson Flathead. Tim's interest in motorcycling began at age four when he experienced his first ride, falling off and breaking his leg. In spite of this incident, he was an avid dirt bike rider as a youth. Today, their dealership located on Eastern Avenue in Las Vegas, is one of the world's largest dealerships, and continues to grow faster than the national average.

Fred Harrell, who is the facilities director and purchasing agent for the dealership, says he had been looking for ways to reduce costs when he came across Unishippers. As one of the busiest Harley-Davidson dealerships in the world, the company often uses Unishippers and DHL to ship paperwork related to the purchase of motorcycles to destinations all around the region. Fred says that using DHL's services has been extremely convenient. In fact, he explains that the shipping process has become so easy, it's like having a "Unishippers employee on our staff."

Fred is quite pleased with the responsive service provided by Unishippers and DHL. "Anytime there



has even been a hiccup it has been addressed immediately," he says. "The customer service is extraordinary."

A Harley owner himself, Fred says he really enjoys riding and he does it every chance he gets. "Whether it's a ride around town or across the country, there's nothing like seeing the sights from a motorcycle instead of being caged up in a car," Fred asserts with a smile.

A Holiday Gift For You

Redeem this coupon for \$10 off your next invoice. To redeem, simply clip off and return with your invoice.

\$10.00 OFF YOUR NEXT INVOICE!

Offer expires 12/31/07. Not redeemable for cash or credit. Not valid where prohibited.

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2007 DHL Holiday Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

Schedule will be inserted here.



Time, Trouble and Money

Simple Steps to Improve Holiday Shipping

It's that time of year again — when millions of packages are crisscrossing the country bound for just as many destinations. Here are some tips on how to avoid common packaging problems.

Pack Properly

Use a box that is strong enough to protect the contents and large enough to leave space for adequate cushioning. If you use a previously used box, make sure you remove or cross out any old shipping labels, and ensure the box is in good shape, with no weak spots or cracks. You also want to use a box made of heavy, corrugated cardboard. (Thinner boxes, like many shoeboxes or gift boxes, are generally not strong enough for shipping.)

Use properly sized boxes and pack them as full as possible since the less space in the box, the less opportunity for the contents to shift around, thereby reducing the risk of damage. Pack items tightly to avoid shifting, and make sure the cushioning material covers all sides of each object. If you're shipping several items together, wrap each one separately

and provide enough cushioning to prevent movement. You can use shredded or crumpled newspaper, bubble wrap or packing peanuts. After packing, if you gently shake the box and nothing moves, it's ready to be sealed.

Seal Carefully

A strong seal is essential, so always use tape that is designed for shipping, such as pressure-sensitive tape, nylon-reinforced paper tape or glass-reinforced pressure-sensitive tape. Avoid using masking tape or cellophane tape, and do not use wrapping paper or string since it could potentially catch in package sorting equipment. Seal the center seams at both the top and the bottom of the box securely. Cover all other seams with tape, and be sure not to leave any open areas, which could snag on sorting machinery.

Address Correctly

To avoid confusion, put the delivery and return addresses only on one side of the package. Make sure you include the ZIP code and complete street address, including apartment or unit number, if applicable. Do not put the shipping label over a seam or

closure, or on top of sealing tape. To avoid ink smudges, you can place a strip of clear packing tape over the address areas. You may also want to place duplicate address label inside in case the outer label becomes illegible.

*We wish you the very best
this holiday season!*



**Celebrating 20
Years of Service**

