



# UPDATE®

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THE SHIPPING COMPANY THAT WORKS FOR YOU.®

SHIPPING NEWS **U** CAN USE

SUMMER 2006

## INBOX

### INDUSTRY NEWS

#### 📍 New Name for DHL Danzas Air and Ocean

DHL Danzas Air and Ocean (DDAO) has officially changed its name to DHL Global Forwarding (DGF). DGF is the market leader in air and ocean freight and a project logistics services provider operating worldwide.

#### 📍 Roadway Express Offers New Guaranteed Sealed Divider Service

The Roadway Express® new Guaranteed Sealed Divider Service allows customers to send their shipment in a protected shipping environment. Once the shipment is locked behind the divider, it will not be handled again until it reaches its final destination, giving the shipper the protection and security of a full-trailer move without paying for the entire trailer.

#### 📍 Overnight Becomes UPS Freight

Purchased by UPS last year, LTL carrier Overnight Transportation® is being renamed and re-branded as UPS Freight. The project includes a move to the UPS logo and the launch of a new website for shipping and tracking. UPS Freight will continue to operate independently of the UPS package delivery network.

#### 📍 DHL Oversize Shipments Restriction

DHL Express no longer accepts oversize or heavyweight freight within the DHL domestic network (oversize exceeds 150 lbs., 108 inches in length or 165 inches in length plus girth). If a driver accepts an oversize package, additional fees may apply. International shipments are not affected by this change.

## DHL Means Shipping Superiority Across the Globe

### International strength gives customers a competitive advantage.

**I**t was 1969 when Adrian Dalsey, Larry Hillblom and Robert Lynn founded DHL in San Francisco. They started out by personally shipping papers by airplane from San Francisco to Honolulu, and quickly realized that demand for the rapid delivery of documents and shipments was huge. Soon a new industry was born — international air express.

Since then, the DHL network has grown at an incredible pace. The company expanded westward from Hawaii into the Far East and Pacific Rim, then the Middle East, Africa and Europe. In 1983, DHL became the first air express forwarder to serve Eastern European countries. Two years later, the company opened a state-of-the-art hub in Brussels, and in 1986 DHL became the first express company active in the People's Republic of China. By 1988, DHL was already present in 170 countries and had 16,000 employees.

In the early 1990s, DHL was the first international express company to restart service to Kuwait after the Gulf War. The company soon began to invest heavily in the Middle East, spending \$60 million in a new hub facility in Bahrain. In 1999, DHL invested over 1 billion euros in a new state-of-the-art air cargo fleet in the European and African network, including the acquisition of 34 new Boeing 757SF cargo planes.

Today, DHL is the global market leader in international express, overland transport and air freight. DHL's international network links more than 220 countries and territories worldwide. Approximately 285,000 employees are dedicated to providing fast and reliable services to 120,000 destinations.

DHL can transport shipments all over the world rapidly, safely and on time. Their comprehensive network, combining air and

ground transport, results in optimal delivery performance for you. Since globalization is creating increasingly complex supply chains, DHL's global reach and local knowledge are key to its competitive edge. While competitors have been working to expand their networks overseas during the past few years, they are essentially trying to catch up to DHL's massive international network, which commands 40% of the international shipping market.

Here are just a few of the reasons DHL is the best choice for international shipping:

- An extensive system of strategically positioned airport facilities that accelerate delivery
- More company-owned offices and staff in more countries to ensure prompt, efficient deliveries
- More international hubs, gateways and service centers than any other carrier
- Shipping experts that are familiar with local routes and regulations, resulting in fewer delays
- Streamlined customs clearance process that saves time and money (most shipments are cleared through customs before the plane even lands)
- No weight or size restrictions, giving you greater flexibility
- Experienced customer service reps available 24 hours a day, 7 days a week

As a Unishippers customer, you get the benefits of access to the world's largest shipping network, along with the convenience of local customer service. Because Unishippers ships so much volume through DHL, we can get you extremely competitive international rates. So start taking advantage of the power of DHL's international network today.

## Customer Chronicles

### California Company Makes the World More Beautiful

**I**n the small community of American Canyon, located 35 miles northeast of San Francisco, about two dozen employees come to work every day at the 20,000-sq. ft. facility of Kreysler and Associates (K & A). Founded by Bill Kreysler in 1982, the company specializes in the design, engineering and manufacturing of custom fiberglass-reinforced products.

Whether creating sets for movies like *Return of the Jedi* and *Minority Report*, crafting moldings for building restorations and new construction or making enlargements of sculptures for artists, K & A has carved out a unique niche for itself and has become well-known for its professionalism, attention to detail and eye for the artistic.

It is also known for innovation. When Bill Kreysler saw a need for sculptural enlargement, he developed a process involving laser 3-D scanning, computer modeling and sophisticated machines with precision cutting tools to transform huge blocks of foam into accurate enlargements of original sculptures.

Among the company's notable sculptural enlargements are the Duke Ellington Memorial in New York, a 46-foot Lion at the MGM Grand in Las Vegas and a towering blue bear that appears to be looking into the atrium of the Colorado Convention Center in Denver.

Since artists from across the nation use K & A to create large sculptures, shipping is a vital part of their business. Roni Cox, who handles the company's administration, says that Unishippers not only saves her money, but also time since she doesn't have to shop around any more — Unishippers does the shopping for her, giving her several carrier options from which to choose.

Roni recalls a recent shipment for an artist in Arizona that was particularly time sensitive. Because the artist had experienced trouble in the past with a different freight carrier, Roni was determined to make the shipping process as smooth as possible. So she turned to Unishippers. "I called Freddie Stone from Unishippers and let him know how important

K & A sculptural enlargement, "I See What You Mean," stands outside the Colorado Convention Center in Denver.



this shipment was to the customer. He assured me that he would take care of it."

After Freddie made the initial shipping arrangements, he called Roni every morning to report on the shipment's progress. Roni, in turn, regularly reported its status to the artist, who was extremely grateful for the information. When the shipment arrived on time and in good condition, the artist was very pleased.

It's that kind of customer service Unishippers provides that helps companies like K & A do what they do best — making the world more beautiful and interesting.

## Ship Freight Fast with Unishippers Freight Manager

**UNISHIPPERS®**  
THE SHIPPING COMPANY THAT WORKS FOR YOU.®

Compare carriers, book a shipment and more with a few clicks of your mouse with our new FREE, online freight management system.

Sign up today and receive **\$10 off your first freight shipment booked with Freight Manager** with this coupon.

Contact us online at [www.freightmanager.com](http://www.freightmanager.com) for a demo.

Coupon must be redeemed with invoice upon payment. Offer valid to new customers of Freight Manager only. Contact us for details. Offer not valid where prohibited. Coupon has no cash value.



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# Did You Know?

## Covering Your Bases with Adequate Insurance

Understanding insurance policies can be challenging, but if you aren't familiar with your shipping insurance policy and your shipment is lost or damaged, you may actually be under-covered — or maybe not covered at all.

With the proper policy, you can recover losses if your shipment is lost, stolen, damaged or delayed, although the extent of recovery will depend on the type of insurance you've purchased. Without insurance, you might not have any recourse.

When insuring your shipment, make sure it:

- **Covers the entire journey.** Be sure it is covered from the time it leaves your hands until it arrives at its destination.

- **Covers the contents of your package.** There are items that carriers won't knowingly ship (original artwork, jewelry, etc.), however they will collect your insurance premium and then refuse to pay a claim if it's lost or damaged.

- **Contains acceptable exclusions.** Exclusions often reject the most frequent causes of transit claims, making your Certificate of Insurance worthless. Be sure to carefully review the exclusions found in the "Endorsements" section of your policy.
- **Goes beyond carrier liability limit.** Carriers may have a \$1 million cargo policy but publish a \$100,000 liability limit in its tariff. If you have a big-ticket item to ship, be sure your insurance makes up the difference.

DHL shipments are automatically insured up to \$100 at no extra charge. For each additional \$100 of coverage, there is a \$0.70 charge, with a \$2.50 minimum for Express and \$1.50 minimum for Ground. To request more than the default insurance amount, enter the dollar amount of coverage needed in the Shipment Value Protection field, and the charge will be added to your invoice.

Although insurance can be somewhat confusing, remember you have a tremendous resource in Unishippers. As true shipping experts, we can help you identify trusted agencies and avoid costly mistakes.

Insurance costs on freight shipments will vary from carrier to carrier. Most insure based on a certain dollar amount per pound, depending on the content of the shipment. High-value shipments may require additional insurance and Unishippers can help you decide what is necessary.

### 4 Keys to Insuring Your Shipment

When insuring your shipment, be sure your insurance:

1. Covers the entire journey.
2. Covers the contents of your package.
3. Contains acceptable exclusions.
4. Goes beyond carrier liability limit.

# SAVING Time, Trouble and Money

## DHL Global Mail Combines Efficiency and Cost Savings

Many high-volume mailers have a multitude of shipping partners — one for domestic, another for international and yet another based on the materials being shipped. Too often, however, resources are wasted in managing multiple shipping partners. That's why Unishippers offers a better way to help you manage your large-scale mailings through our partner, DHL Global Mail.

Whether you do large-scale mailings once a day or once a year, DHL Global Mail can help you save time and money by taking your flat mail and parcels to their strategically located processing centers and getting them to their destinations efficiently. By combining the networks, capabilities and expertise of Deutsche Post Global Mail, SmartMail Services, and QuickPak, DHL Global Mail offers the best single source for domestic and international mail and shipping services on the market today.

DHL Global Mail has developed a streamlined delivery model that achieves volume discounts in DHL Global Mail's unique hands-free processing capabilities speeds your mail pieces through their facilities and ensures accurate delivery. Once processed, The company's unique hands-free processing capabilities speeds your mail pieces through their facilities and ensures accurate delivery. Once processed, DHL Global Mail can work with you to design a mailing program that meets your needs. Give us a call to find out how you can start taking advantage of this service.

### How It Works

At the nearest DHL Global Mail Terminal, your mail is sorted and examined to ensure content accuracy and deliverability. Every package and piece of mail is checked, with the address verified against the USPS address book, the most comprehensive directory available. DHL Global Mail corrects ZIP codes if needed, and then places a USPS-compliant indicia on the piece. The indicia contains an 11-digit barcode corresponding to the correct address, enabling the mail to be sorted right down to the carrier's route.

### Global Reach

In addition to great domestic service, DHL Global Mail is the most efficient way to deliver mail around the world. With direct connections to over 200 countries and 41 processing centers on four continents, DHL Global Mail has the world's largest network for international mail services, providing cross-border services to top Fortune 500 companies for business mail, direct mail, parcels and publications.

Whatever your industry and whatever your delivery requirements, Unishippers and DHL Global Mail can work with you to design a mailing program that meets your needs. Give us a call to find out how you can start taking advantage of this service.