

# NAVIGATE THE CAPACITY CRUNCH WITH UNISHIPPERS

Learn how Unishippers can help you get your freight on the road — even during times of limited capacity.



# MANAGING THE CAPACITY CRUNCH

With our ever-changing economy, the freight shipping industry can sometimes experience what's known as a "capacity crunch." Due to a variety of factors such as increased demand for freight shipping services, a capacity crunch can unfortunately mean higher shipping costs and an increased risk of delayed shipments and missed pickups for small and mid-sized businesses (SMBs).

## WHAT IS A CAPACITY CRUNCH?

"Capacity crunch" may sound like a breakfast cereal, but it's not nearly as satisfying. Essentially, a **capacity crunch is any time when there are not enough freight trucks (or drivers) to keep up with current demands.**

A capacity crunch can be caused by a number of factors — a booming economy (meaning more goods to ship), a lack of available truck drivers or changes in restrictions such as the Electronic Logging Device (ELD) mandate of 2018. All of this can lead to increased demand on shipping resources, capacity issues and higher rates, which can make booking and managing freight challenging for SMB shippers.

## HOW DO YOU NAVIGATE CAPACITY ISSUES?

While a capacity crunch can put a strain on the entire shipping industry, the strain is especially apparent for SMB shippers who work directly with freight carriers — limited buying power can mean lower priority and higher rates for SMB shippers! If you are struggling to get your freight out the door — on time and on budget — then it may be time to partner with a third-party logistics (3PL) company like Unishippers, who can help you overcome capacity crunch challenges.

With our network of 75+ top freight carriers, Unishippers can help you minimize the impacts of limited capacity. **Read on to learn how Unishippers can help you navigate the capacity crunch and get your freight on the road with ease.**



# COMPETITIVE SHIPPING RATES

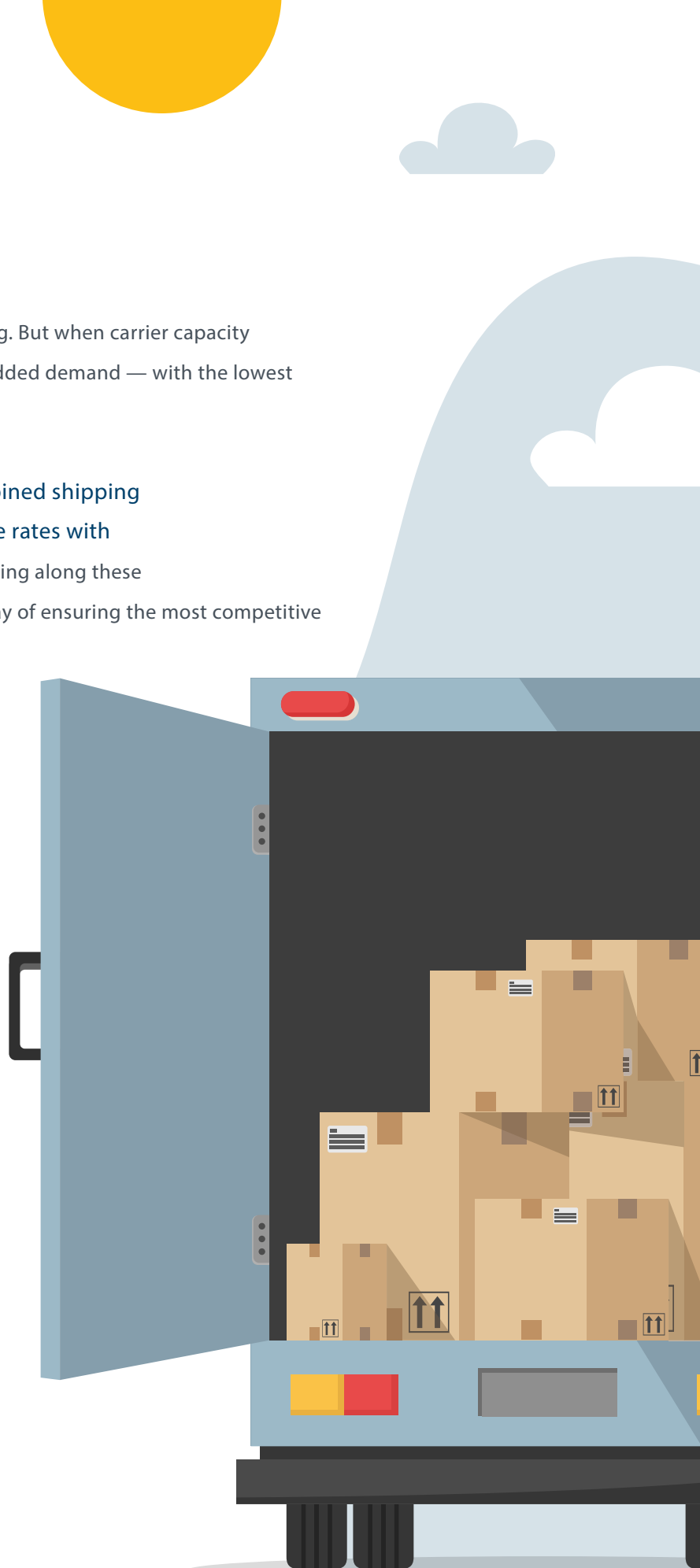
You deserve affordable rates for your business shipping. But when carrier capacity becomes strained, shipping rates often rise with the added demand — with the lowest rates typically only offered to the “big” shippers.

Luckily, Unishippers can help. **We leverage the combined shipping volume of all our customers to obtain competitive rates with national, regional and local freight carriers** — passing along these discounted rates to SMB customers like you. It’s our way of ensuring the most competitive rates for your freight, no matter the current state of the shipping industry.

# INCREASED NETWORK CAPACITY

In times of limited capacity, things aren’t always “business as usual” — even when you need them to be. Pick up and delivery speeds that once seemed ordinary may face delays as carriers struggle to keep up with demand.

At Unishippers, we know how important it is for our customers to get their freight on the road on time. That’s why **we leverage our relationships with top freight carriers across the country to ensure your freight makes it on the truck.** Our wide network of local, regional and national carriers gives you the best chance of getting your freight picked up and delivered on time.



# INDUSTRY-LEADING SERVICE

Navigating the capacity crunch can be time consuming if you go at it alone. In fact, it can easily start to feel like a full time job! That's why you need a shipping partner to help you along the way.

As the leader in SMB shipping, Unishippers has the tools and resources you need to simplify your shipping in times of limited capacity (and beyond). With our easy-to-use transportation management system (TMS), myUnishippers™, customers can easily compare carriers and capacity, quote and book shipments, create reports and more. Plus, Unishippers customers have access to a dedicated team of shipping experts who stay current on the ins and outs of the shipping industry so you don't have to. It's all part of our goal to simplify your shipping processes so you can focus on what's most important — growing your business.



# YOUR CAPACITY CRUNCH COACHES

Is your business feeling stressed due to the freight capacity crunch? Unishippers can help minimize the impact. Our team of shipping experts can review your current shipping needs and provide customized recommendations.

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Contact us today to get started!

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