



6 Reasons Why Small and Mid-Sized Businesses Love 3PLs

Fluctuating demand. Rising transportation costs. Shifting supply chain challenges. For small to mid-sized businesses (SMBs), today's logistics landscape can feel like a never-ending rollercoaster.

The good news? You don't have to ride it alone.

More and more SMBs are teaming up with **third-party logistics providers (3PLs)** to take the stress out of shipping for small business. From freight and parcel savings to customer satisfaction, here are six big reasons why working with a 3PL provider is a smart move.

WHY USE A 3PL?

3PLs specialize in solving shipping challenges. And contrary to popular belief, they're not just for large enterprises. In fact, the return on investment can make 3PL services surprisingly cost-effective for growing businesses.

By streamlining operations, reducing costs and freeing up your time, the right 3PL can make a big impact for small businesses — whether your shipping volume is gigantic or you're just starting out!



Save Money With Competitive Shipping Rates

Getting affordable shipping rates can feel like chasing a unicorn — especially for smaller businesses. But a **3PL provider changes the game**. By leveraging collective buying power, they negotiate discounted rates with top national, regional and local carriers, giving you big-business pricing without big-business volume.

Even better, a 3PL offers centralized carrier and service options through a single transportation management system (TMS). That means you can instantly compare rates and services across multiple carriers in one place — no endless phone calls or scattered spreadsheets. Add in their ability to audit your shipping strategy and suggest cost-saving improvements, and you've got a partner that helps you save at every step.

Save Time and Simplify Operations

Let's face it: managing multiple carriers, comparing rates, wrangling invoices and tracking shipments is basically a full-time job.

Partnering with a full-service 3PL takes that weight off your shoulders. With access to a wide network of freight and parcel carriers — all through one partner — you'll spend less time troubleshooting and more time growing your business.



Time-saving 3PL perks include:

- One point of contact for all your shipping
- Easy access to rate comparisons
- Consolidated invoices
- Expert support that handles the logistics heavy lifting

Fewer headaches. More high-fives from your team!



*In a 2024 survey of 3PL users,
80% agreed that 3PLs
help reduce overall
logistics costs.**





Stay Flexible When Capacity Tightens

As the world recovered from the worst of the COVID pandemic, freight truck shipping capacity grew and rates fell. This “freight recession” was good for SMBs in the short term, making shipping even more affordable.

But now, with fewer trucks on the road and demand rising, it is sometimes harder (and pricier) to secure shipping space. That means SMBs working directly with freight carriers often get stuck when demand spikes.

But 3PLs? They maintain **strong relationships across a broad carrier network** — giving their customers access to reliable capacity and steadier pricing.

During capacity crunches, a 3PL is your logistics lifeline.

Boost Your Efficiency With Shipping Technology

You don’t need a six-figure tech budget to access powerful shipping tools. Most 3PLs offer free access to their proprietary **transportation management system (TMS)** — a must-have for efficient operations.



A TMS helps you:

- Compare shipping rates instantly
- Print labels and shipping documents
- Track shipments in real-time
- Generate reports and optimize spend
- Seamlessly integrate with e-commerce and ERP platforms

All the bells and whistles — minus the complexity or cost. And because the system is maintained by the 3PL, there’s no need for IT headaches or setup stress. Just plug in and go!



Optimize Your Strategy With Expert Help

You don’t have to become a shipping guru overnight. A seasoned 3PL provider brings deep industry knowledge to your team — no onboarding required.

From understanding mode selection to navigating packaging requirements or regulatory updates, your **dedicated account team is there to guide you** every step of the way.



What your account team can help with:

- Creating a customized shipping strategy
- Identifying cost-saving opportunities
- Troubleshooting issues before they escalate
- Staying on top of logistics trends and best practices

Think of a 3PL provider as your outsourced logistics brain trust.



Deliver Better Experiences for Your Customers

Happy customers = repeat customers. But in today's competitive market, a delayed or damaged shipment could be all it takes to lose their trust. **A 3PL helps you deliver consistently smooth experiences** by improving on-time performance, reducing issues and giving you access to valuable extras like shipment insurance and claims assistance.

That means you're not only better equipped to meet delivery timelines — you're also prepared to quickly resolve problems if something goes wrong, protecting both your bottom line and your reputation.

Working With a 3PL: The Smart Choice for SMBs

Shipping doesn't have to be stressful. With the right 3PL services, small and mid-sized businesses can save time, cut costs, and deliver better experiences to their customers — all while setting the stage for long-term growth.



Unishippers is proud to be a trusted small business 3PL partner for more than 30 years, offering:

- **UPS® Express and Ground shipping**, plus more pickup options
- **Less-than-truckload (LTL), truckload (TL) and international freight services**
- Air freight, final mile, white glove and other **specialty shipping solutions**
- A **dedicated account team** to help manage all of your shipping modes
- **Streamlined shipping tools** and **flexible invoicing**

According to a 2024 study,

89% of 3PL users
said their
provider improved service
to their customers.*



LET'S GET SHIPPING

Ready to see what Unishippers can do for your business?

Reach out to Unishippers today and ask for a free shipping assessment. Let's build a logistics strategy that supports your growth — and makes your life a whole lot easier.

unishippers.com

*Source: Third-Party Logistics Study: The Power of Partnership:
Exploring Collaboration Through Data and Innovation

© 2025 Unishippers Global Logistics, LLC. U41316.825