

# Scale Up Your Business with the Right Freight Shipping Strategy

How to reduce freight shipping and fulfillment complexities



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## Why optimize your freight shipping solutions?

Even if your freight shipments are going smoothly, there's always an opportunity to optimize the way you work with your freight carrier. Optimization can increase the operational efficiency by reducing shipping costs, improving efficiencies and creating better customer service experiences, which can improve brand loyalty. Your freight carrier is an excellent source to help support the optimization of your freight shipping strategy with a consistent supply chain supporting you in the background. A study revealed that [34% of surveyed supply chain professionals](#) agreed that adapting to new solutions is the most important strategic goal for the next five years. That's why optimizing your freight shipping strategy is a crucial investment for the near future. It's all about finding the most efficient solutions for your business to save time and money with every shipment. After all, the best freight strategy should consistently support your business in the background with little effort or intervention.

Whether you're shipping local or cross border, a smoother shipping process can increase operational efficiency and reduce the cost per shipment, allowing you to reallocate those extra resources to other more vital areas of your business. In this ebook, you'll learn how you can make the most of your freight shipping strategy with advice about:

- The benefits of working with a freight carrier
- Common freight transport roadblocks
- The step-by-step freight shipping process
- Reducing freight shipping charges
- Saving time and securing freight shipments
- Shipping northbound from the U.S. to Canada
- What to look for in a freight carrier



# The benefits of working with a freight carrier

The right carrier will operate with little management required from your business, while also meeting your freight shipping needs. Here are a few of the top benefits that the best freight carriers will offer:

- ✓ **Bulk shipping:** A good freight carrier uses an inverse relationship of cost and weight. The higher the shipment weight, the more you save on freight charges.
- ✓ **Cross-border clearance:** Freight carriers who have cross-border expertise can assist with customs clearance and border processing.
- ✓ **Value-added services:** Leverage the various value-added services offered to ensure your shipments are protected from damaging temperatures, arrive on time with scheduled pickup/drop-off appointments and are handled with the right care (dangerous goods, tailgate, inside delivery, two-man delivery).





# Common freight transport roadblocks

Transporting goods via freight comes with its own set of challenges. These roadblocks can result in delays, so identifying what they are and knowing how to overcome them will be essential for a timely freight shipment.



## Lack of communication

Clear communication between the shipper and carrier is key for a smooth shipment. It's when miscommunication occurs that delays become more frequent. These delays result in excessive time spent on the dock because of shipments that aren't properly packed, inadequate dock equipment, inaccessible dock entrances and other similar issues. Be sure to communicate with your carrier before the pickup and delivery dates so that both of you have a precise plan for what's required.



## Weather disruptions

Be aware of how changing temperatures and weather-related events can disrupt your freight shipping route. These kinds of delays are common during the winter months, but can be bypassed through planning shipments for warmer seasons. However, if you need to make a winter freight shipment, then check with your carrier for optimal cold season routes, heated trucks to protect temperature-sensitive cargo or even other modes of transport if roads are temporarily unavailable.



## Incomplete or inaccurate documentation

Delays that result from faulty documentation are completely avoidable with the right level of scrutiny. These mistakes can result in cargo reweighs and multiple failed delivery attempts. Always double-check the bill of lading and any other documents for completion and accuracy. This is even more important for cross-border shipments, which require customs forms and commercial invoices. Some carriers may offer tools, such as a virtual [trade assistant](#), to make filling out customs documents easier.



## Mode of freight transportation

There are typically four modes of freight transportation to choose from (ground, rail, ocean and air), each with their own benefits and specialties. And while these options can be used for local freight, some are also ideal [international freight shipping solutions](#). The right carrier will offer all four modes of transportation, so you're always getting the right solution for your shipment.

- ✓ **Ground freight** is the most cost-effective solution while also being the most flexible. Whether you're shipping locally, over the border, long haul or short haul, ground freight has you covered.
- ✓ **Rail freight** offers reliable transit times, and can move goods in large quantities while still being cost effective.
- ✓ **Ocean freight** can carry the heaviest goods in the largest quantities, while still being a comparatively economical option. It's also an ideal international freight shipping solution.
- ✓ **Air freight** is the fastest option and, due to the nature of air travel, requires less documentation while providing more security. It's a great solution for urgent shipping and international freight.



## LTL vs. TL

Wondering what's the difference between less-than-truckload (LTL) and truckload (TL) shipments? Here's what you need to know:



### LTL

- Multiple shippers sharing a truckload.
- Multiple stops along the shipping route.
- Ideal for high frequency shippers.



### TL

- Dedicated truck for one shipper.
- Single origin and single destination.
- Preferable when shipment occupies 20 ft or more of trailer space.



Learn more about why you need [TL and LTL shipping in your freight strategy](#)







## What is the freight shipping logistics process?

Before we detail how to optimize the freight shipping process, it's important to know what happens at each step. Generally, freight carriers tend to follow a basic step-by-step procedure like this one:

**1**

### **Prepare to pack, seal and label your shipments**

Before submitting your shipping request, it's expected that you will prepare the pallets/packages you need to ship. This includes printing out labels and contacting your freight carrier about any specific requirements when it comes to packaging your goods.

**2**

### **Fill out the bill of lading**

It's important to provide as much detail as possible when filling out the bill of lading form. Including precise details about a shipment's origin, destination and your payment information will help prevent delays in the process.

**3**

### **Select value-added services**

As part of filling out the bill of lading, note down any additional services that are required to facilitate the safe and effective handling of your shipment, such as tailgate services, two-person deliveries, appointments, inside delivery and residential delivery services.

**4**

### **Submit the bill of lading**

Once you've filled out the form, be sure to submit it by creating your shipment online or by contacting your freight carrier directly.

**5**

### **Pick up and delivery**

Once the request for LTL freight is received, a driver will be scheduled to pick up and deliver your shipment.

**6**

### **Invoicing**

A reliable freight carrier will typically invoice your shipment only after it has been successfully delivered.



## 3 tips for reducing freight charges

Communicating with your carrier and having a good understanding of their rates is crucial for freight savings. Freight shipping prices are usually determined by: Distance, weight, border crossing, value-added and specialty services, storage requirements and multiple attempts at delivery/pick up. For a clear breakdown of Purolator's rates, view our [rate guide](#), [fuel surcharges](#) and/or visit our [web page](#). Here are three tips to help you get started with reducing your freight costs:

- 1** Carriers tend to provide price concessions when customers ship in large quantities and frequencies throughout the year. Depending on your carrier, high-volume shippers tend to have the ability to enter into a contract agreement with negotiated rates.
- 2** The weight of your shipment can affect its price. Rates are normally charged per 100-pound weight, and the higher the weight of the shipment, the lower the per 100-pound rate becomes. For example: freight density is a crucial factor that impact rates. The higher the density, the lower the per lbs rate. This means it's usually more economical to group heavier packages together on a single shipment.
- 3** Talk to your carrier about reducing dunnage (packaging supplies). Asking for packaging advice from your carrier means that you can still pack your goods securely while minimizing costs spent on supplies.



### Freight shipping during the holiday season

[Freight prepping and shipping during peak seasons](#) can be a challenge without the right preparations. In order to beat the peak season rush and get your shipments delivered on time, be sure to take these tips into consideration:

- ✓ **Consolidate your shipments:** Getting orders out on time is crucial during the peak season. With an LTL shipping strategy, you can consolidate your loads and reduce congestion at the loading dock by only filling up half or two-thirds of a trailer.
- ✓ **Inform your carrier in advance:** Send any pick up and delivery details, dedicated appointment times and dates to your carrier before peak season starts so they can accommodate your needs in time.
- ✓ **Order packaging materials:** Get the majority of your packing materials early to beat the rush and possible shortage during the peak season. You'll have more time to properly package your shipments, minimizing the risk of freight transport delays.

# How to cut down your freight shipment delivery times

When it comes to saving time, there are two main scenarios that you want to prevent: delays and damages. Either of these incidents will result in lost time and possibly a reshipment if your goods are too damaged to use. You can reduce the likelihood of delays by ensuring the correct services are selected for both shipper and receiver facilities. For example, if the shipper doesn't have a dock, you'll need to arrange for tailgate services. The more details you provide your freight carrier about your shipment, the more they can support its delivery.

Additionally, you can work with your shipper to make sure that your [items are packed securely](#). This will help you minimize damages that could lead to claims, delays and returns. Always request tracking when it's available, so you can prepare for your shipment's drop off—preventing the need for a redelivery.

## Shipping northbound to Canada from the U.S.

Northbound freight shipments follow a similar process to domestic shipments, with the addition of border processing, customs clearance and in-bond freight handling services. The right carrier will be able to support your business with [cross-border freight solutions](#) to ensure a successful and smooth border crossing.



Find out more about  
[what U.S. exporters need  
to know to avoid delays](#)

## Consider specialized freight services

For certain shipments, you may need to consider specialized freight services if you're shipping items that are classified as dangerous goods or time-sensitive deliveries:

- **Shipping dangerous goods**—If you're shipping items that are classified as dangerous goods, be sure to provide your freight carrier with the appropriate documentation as soon as possible so they can arrange for the transportation on their end. Be aware that shippers need to be approved by their freight carrier before they can ship dangerous goods.
- **Protect from freeze\***—If your items are easily damaged by colder temperatures, then ask your carrier if they offer a protection from freeze freight service. This is a heated truck that prevents your goods from going below zero degrees Celsius, and is usually offered during the colder periods of the year (from November to April).

\*Protection from freeze freight service. Limitations and exclusions apply.  
Contact us for more details.





## Make the most of each freight shipment

Be sure to review this list as you go through the shipping process. Once you've reviewed all these points, you'll know that you've done everything on your end to save time and reduce heavy freight charges. Print out this page so you have it on hand when scheduling your freight shipments.



Have you worked with your shipper to understand packaging requirements and reduce dunnage?



Did you provide your shipper with details on the shipment's origin, destination and receiver?



Did you request tracking from your shipper?



Are you bulk shipping to leverage price discounts for shipping weight?



Are you in a contract agreement with a carrier that will allow you to unlock negotiated rates when your annual shipping volume is high?



Have you informed your shipper about any value-added, border crossing or specialty services you require?

## What to look for in a freight carrier provider?

Whatever your freight needs are, finding an effective solution requires working with a carrier that offers:



### Cross-border expertise and domestic reach

Whether you're shipping in Canada or northbound from the U.S., you know your shipment can reach its destination.



### Customs documentation support

[Support with documentation](#), especially when it comes to filling out complex customs requirements, is vital for a smooth cross-border shipment.



### Shipping consolidation program

Consolidation lets your shipments access both courier and freight logistics networks, offering a wide network shipping solution that provides maximum efficiency and flexibility.



### End-to-end visibility

Stay up to date on your shipment's progress and prepare for its pick up/drop off.



### Flexible shipping solutions

When your business grows and changes, your freight carrier can adjust to fit your new needs with a variety of flexible solutions.



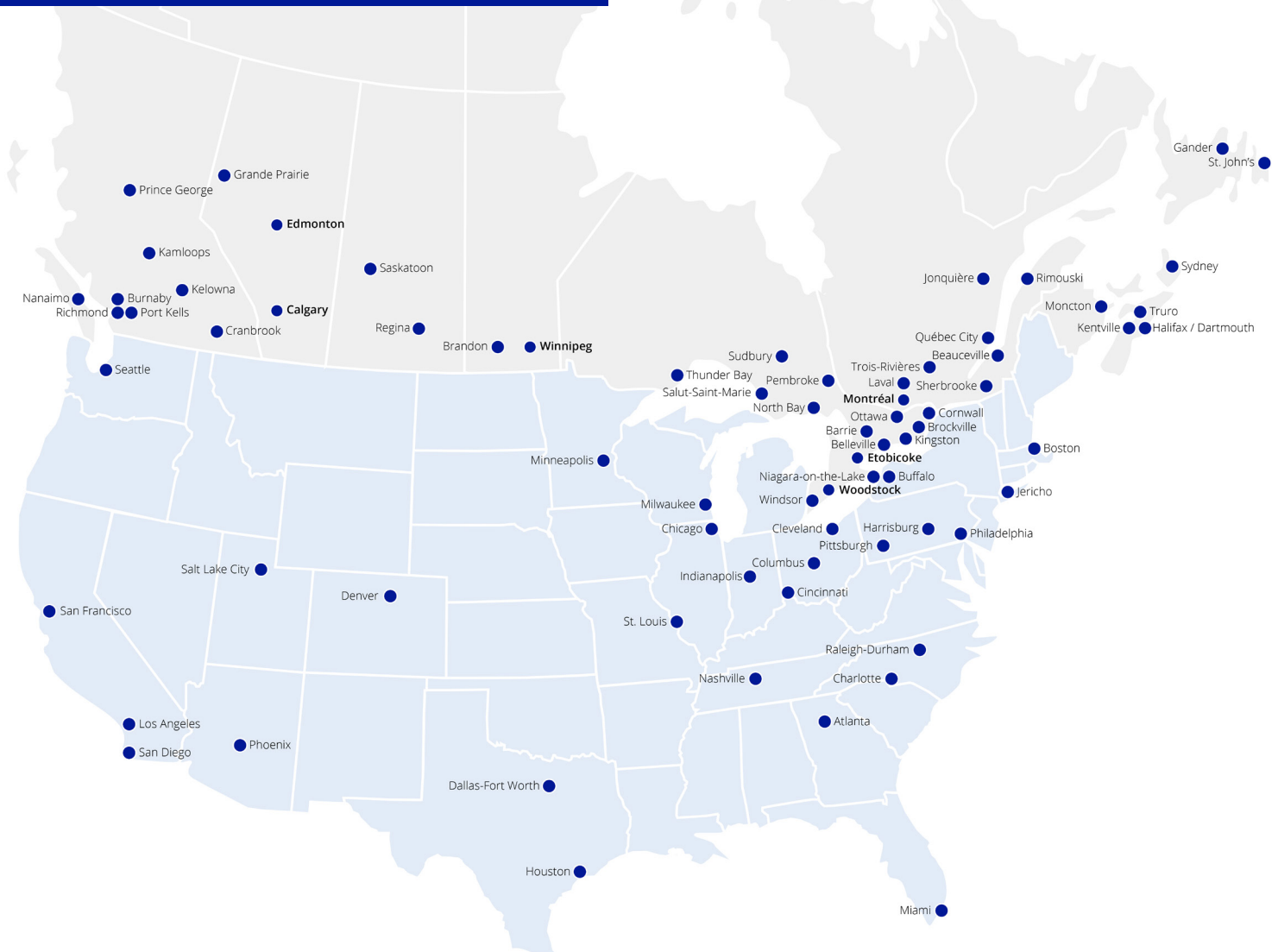
### Experience in your industry

Years of experience providing shipping services for businesses in your industry shows that a freight carrier knows your business, and can recommend the right solutions to meet your immediate needs.

# Reach more customers with a vast freight network

A large network is a vital part of optimizing your supply chain. Rather than choosing multiple carriers to cover all your shipments, opting for a single carrier with a vast network can lead to savings. A larger network lets you choose from more pickup and delivery locations, and reach more customers in remote regions. Here's where Purolator's network can take your freight shipments:

How freight solutions helped  
TTI cut cross-border shipping  
times by 66%





# Lowering shipping costs for your business

By providing your freight carrier with all the information they need and by fully understanding their shipping rates, you can reduce your cost per shipment and minimize delays. This means your business can dedicate fewer resources to managing its supply chain, and focus on more critical tasks instead.

It's easy to underestimate the complexity of a successful freight shipment. After all, the right freight carrier supports your business' success from the background, without the need for you to constantly manage your shipments. But these processes need a carrier who has a good understanding of your industry and your freight shipping needs in order to remain in the background while you focus on your business. And by choosing a carrier with coverage across Canada as well as cross-border shipping services, they not only support your business but can help it grow to reach new frontiers.





## Ready to enhance your freight shipping strategy?

Get in touch to learn how Purolator's shipping solutions can enhance your overall freight logistics strategy.

[Learn more](#)

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