

{5 Reasons}

why you should weigh
and stretch wrap at the
same time.

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{ 5 Reasons }

Introduction

English philosopher Sir Francis Bacon (yum, did somebody say 'bacon?') once said, "knowledge is power." Centuries of experience has proven this statement true. When you know exact measurements, you put yourself in a position of power. The next few pages of this ebook gives examples of how this principle plays out in the less-than-truckload shipping world. LTL freight carriers weigh every load and catch all mistakes reported on bills of lading. When you weigh every load, you pay only what you owe and avoid penalties. And ultimately put yourself on an even playing field with carriers.

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{ Reason #1 }

You're losing money.

Reweigh fees add up to \$1 billion annually. While that may just be a fraction of the \$32 billion less-than-truckload freight industry, it's still a lot of money. So much that \$1 billion could buy a six pack of beer for every American man. "Scales are a revenue generator because carriers know exactly how much they're shipping and there's no arguing with that," says a scale manufacturer president. Because of the now widespread use of load cell technology on forklifts, carriers cash in on opportunities. They legally charge reweigh fees, costing anywhere from \$15 to \$25, when they discover weight different than what you report on your bills of lading. And those charges add up quickly, especially since 25 percent of weights are wrong.

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{ Reason #2 }

You're going to get caught.

It may be hard to imagine, but every time a less-than-truckload freight carrier moves your load, a forklift scale weighs it. Twenty years ago, however, this was impractical. Lifting each and every pallet off a truck and placing it on a platform scale was too time consuming. So only 30 percent of loads were weighed. As a consequence, carriers lost money when they accepted bills of lading without verifying their accuracy. In turn, you would rarely receive penalties for discrepancies. Times have changed. And not in your favor. Technology enables carriers to create a new revenue stream that hadn't been possible - until now. Think of them as cops armed with radar guns. They're gonna getcha every time.

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{ Reason #3 }

You're not right when you're **wrong.**

Incorrect figures on your bills of lading are often taken from educated guesses. Sorry, you can't always win the guessing game. "A lot of our customers don't have scales. I've seen them pick up their pallets with their foot," says an account executive with a large less-than-truckload freight carrier. Guesses occur when your dock employees physically lift pallets or calculate weight of individual parts or products. For example, a regional plastic manufacturer was fined twice a day from errors generated in his computer database system, adding up to \$13,000 a year. Sound like a familiar story? Weigh every load before it's shipped. Then you can write a novel about all the time and moolah you saved.

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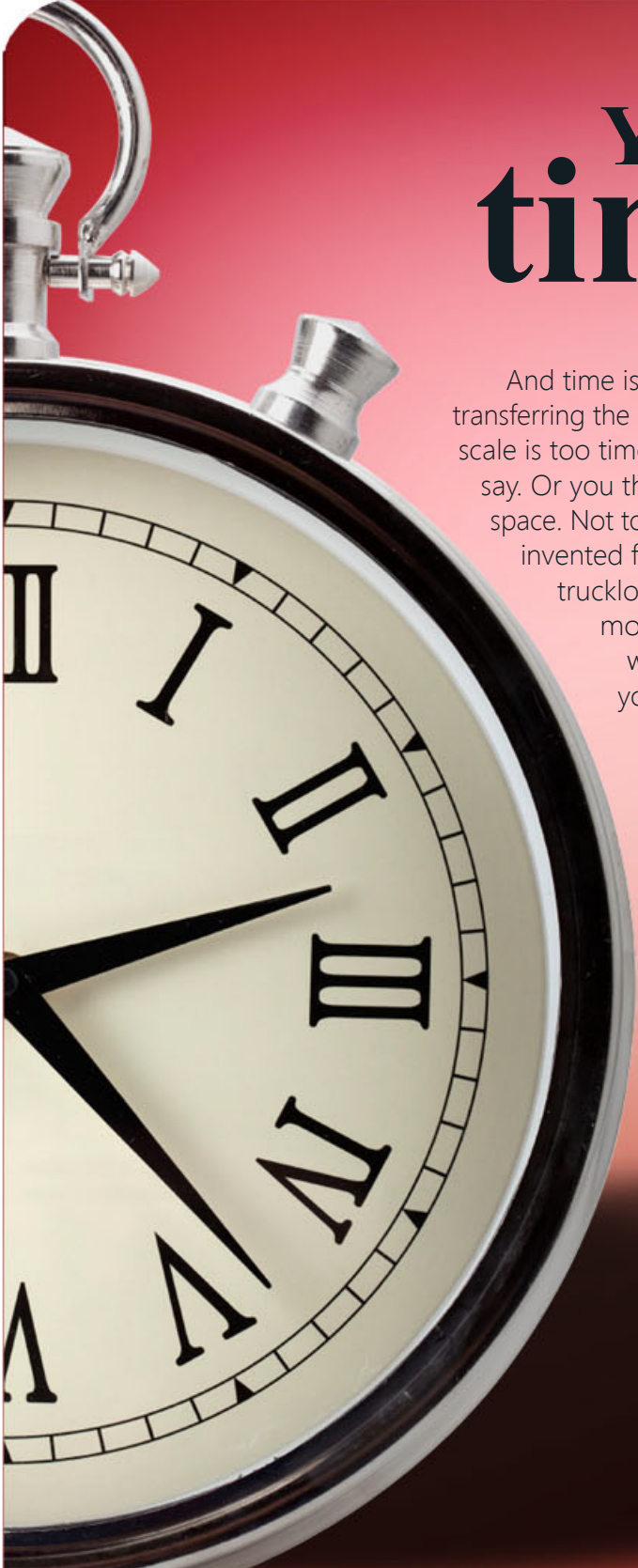


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{ Reason #4 }

You're wasting time.



And time is money. You might believe the extra step of transferring the pallet from the stretch wrapper to a platform scale is too time consuming. Phew! It's even a mouthful to say. Or you think platform scales take up too much floor space. Not to fear. There's a solution. Scale manufacturers invented forklift scales in the late 1990s for less-than-truckload carriers to make their weighing process more efficient. You can be just as efficient by weighing and wrapping at the same time. If your scale and stretch wrapper operations are in two pieces, make a simple change. Stack a stretch wrapper on a platform scale or even better, use an integrated scale wrapper. These devices save time, generate accurate weight and pay for themselves within a few years. Can you believe that stretch wrapping and weighing together saves \$6,500 in labor costs over five years?

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{ Reason #5 }

You're a smart guy.

Even though a five-year-old can master a new language within a year, you can do the same in a few years with a private tutor. As an adult, you also accept change with hesitation, and you need facts. Lots of facts and numbers to make a decision or invest in a new idea. Here's a fact: out of the hundreds of thousands of loads that less-than-truckload freight carriers weigh every day, a whopping 25 percent of their weights don't match what customers claimed on their bill of lading. That one-fourth is slapped on the wrist with \$20 per mistake, or \$1 billion over the course of the year. They would much rather pay for Spanish lessons, right? Smart guys (that's you!) save labor costs by stretch wrapping and weighing simultaneously. Now that's bang for your buck.

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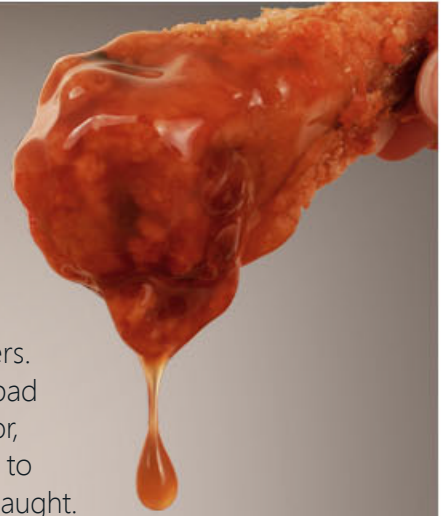
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{ Summing it up... }

If we haven't convinced you by now that weighing and stretch wrapping at the same time is the logical thing to do, we should fire ourselves. Let's recap. You care about what you're shipping. You care your product arrives to customers without damage. But you may not care as much about the consequences of reporting inaccurate weight to less-than-truckload freight carriers. These consequences, besides being costly, may even give you bad "street cred" in the industry. And once you're tagged as a violator, carriers might transform into big brother, paying more attention to your next move. Save money. Save time. Don't guess. Don't get caught.

After work, or heck, right after reading this e-book, get your colleagues together for beer and wings. After the hot wing eating contest, turn the conversation to those pesky re-weigh fees that have been funding the vacation homes of freight carriers' CEOs. We're joking, or are we? (Just offering up some salty dinner table talking points.) When you weigh every load, reweigh fees will disappear like the wings on your plate.

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