

October 18, 2010

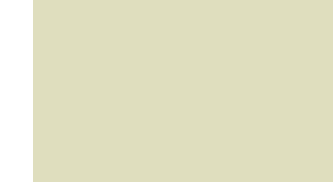
Volume 2, Issue 39

Transportation Corner
By Chris Johnson

**This week's
Transportation News!**

- In OnTrac news, we want to remind members that due to the distance involved, shipments originating in Northern California traveling to Arizona are 2-day service. Also, shipments from California to Oregon, Washington, Nevada and Utah are 2-day service as well. OnTrac is a ground based company, and therefore does not rely on air service, insuring ground based operational control and excellent on-time performance. If you would like additional information on our OnTrac Door to Door program, please contact me at chris@cafgs.org.

- Just a reminder to the membership to be sure to keep your FedEx account current. Staying current helps us, as a whole, to properly manage our account and keep our exceptional benefits in tact. Members who are consistently past due risk losing their FedEx benefits. For more information, please call FedEx Revenue Services for assistance at 800-622-1147. Thank you.



NORCAL

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**"We are on a mission to
get more flowers from
California to their destination
fresher and
faster".**

NORCAL NEWS



"California Association of Flower Growers & Shippers"

*Our Mission Statement:
"To get more flowers from California to their destination fresher and faster"*

The Importance of a Dimensional Factor Part 1.

**By Chris Johnson –Director of
Transportation, NORCAL**

With all the talk these last few weeks regarding the pending change in the FedEx Dimensional Factor, now is a good time to review Dimensional Factors (DIM) and how they can affect shipping costs.

First, to the companies that utilize DIM factors in their pricing (FedEx, UPS, OnTrac, airlines, and many others), the price of a shipment is generally calculated in part by its size or weight. As we know, the carriers will always choose the larger (heavier) of the two numbers (size vs. weight). To find the weight to use to price your shipment, shippers should do two things:

1. Weigh the package, to get it's **actual weight**,
2. Measure the package to get its **dimensional weight**.

Weighing the package simply requires using a scale, which every shipper should have. To measure the package, shippers simply measure the length, width and height of the box. Then apply the following formula:

$$\text{Length} \times \text{Width} \times \text{Height} / \text{DIM factor} = \text{Dimensional Weight.}$$

For example:

$$48 \times 20 \times 6 / 194 = 29.69 \text{ lbs or } \mathbf{30 \text{ lbs.}}$$
 (rounding up)

Once you have the actual weight and the dimensional weight (found by using the formula), you simply use the higher number as your weight to find your price.

As with any formula, changing variables can make a difference. In the above formula, the DIM factor is the variable that can really change the outcome assuming the box size does not change. The higher the DIM factor number, the lower the formula calculates the dimensional weight. And in the world of shipping, lowering the weight of a package/shipment is a good thing. That's why the DIM factor is an important number to consider.

For many years, the DIM factor that was used industry-wide was 194 for domestic shipping. However, starting January, FedEx has declared that they will now use 166 as the domestic DIM factor. This change will make big differences in the cost to ship UNLESS you have a "special DIM factor" negotiated as is the case with NORCAL. As our members, you have access to our very favorable 250 DIM factor, and it's important for members to understand how much of an advantage it is when shipping light weight items.

In Part 2 of next week's NORCAL News, I will further illustrate with some examples how the DIM factor can really make a significant difference when shipping boxes, especially with lighter weight packages. So stay tuned until next week, until then if you have any questions, please contact me anytime at chris@cafgs.org

Save the Date !

Mark your calendar for

the 2011 California Floral

Convention July 20-23 at

the La Costa Resort and

Spa in beautiful Carlsbad

California.