

October 25, 2010

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Transportation Corner
By Chris Johnson

***This week's
Transportation News!***

- In Trucking News, we have a service notice from Growers Logistics. Starting October 25, 2010 Jessup Transportation will begin receiving shipments for Growers Logistics and Prime Floral at the San Diego International Floral Trade Center in Carlsbad California. Growers Logistics encourages shippers to continue calling in piece counts daily to 831-786-1715, and to adhere to the 12 noon cut off. For more details contact Growers Logistics at the number above.

- In other news, we want to update members on the Box Standardization project. We have just posted on our website the latest Test Packing data available that shows some very positive comparison results supporting the 40 and 48 inch box sizes recommended by the study. To view this data visit please visit www.cafgs.org and click on test pack link in the Box Standardization section.

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 II.

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

In last week's installment of the NORCAL News, we discussed what the DIM (Dimensional Factor) is, the significance of it, and how the formula is calculated when seeking to find the price or rate of shipping any particular box. This week, I will illustrate with a basic example just how dramatic the differences can be when using DIM factors that will be common to our industry vs. the special DIM factor NORCAL members enjoy.

First, let's review the formula and use the example from last week. A common flower box shipped on FedEx.

Length x Width x Height / DIM Factor = Dimensional Weight

Example:

Box size:	48 x 20 x 6
Actual Weight of Box:	18 lbs.
Service:	FedEx Standard Overnight
Destination (Domestic)	Zone 6

Using the New FedEx **166 DIM** factor, you can see it applied below:

$$48 \times 20 \times 6 / 166 = 34.7 \text{ lbs. or } \mathbf{35 \text{ lbs.}}$$
 (rounding up).

Using the **NORCAL 250 DIM** factor, you can see the difference a high DIM factor makes:

$$48 \times 20 \times 6 / 250 = 23.04 \text{ lbs or } \mathbf{24 \text{ lbs.}}$$
 (rounding up).

In looking at the two calculations above, it is plain to see that the second calculation using a 250 DIM factor brings the dimensional weight down from 35 lbs. to 24 lbs.

As discussed last week, the carrier will always use the heavier of the two weights (DIM weight or Actual weight). In this example, since the weight of the box is only 18 lbs, the carrier, FedEx in this case, will use the dimensional weight to price the box. Knowing this, a shipper would use 24lbs. to look up the rate. Comparing our heavily discounted rates listed at 24 lbs. to 35 lbs. going to Zone 6 via FedEx Standard Overnight, saves the shipper **\$12.60** per box. In the flower business that is more than significant.

Of course, the outcome will be more pronounced with lighter weight boxes, and you can plug in any box dimensions to see similar results, but whatever the box size, the importance of a favorable DIM factor must be recognized and understood. I highly recommend shippers calculate the Dimensional weight of each of their shipped boxes to see if any size changes can be made to bring the dimensional weight as close to actual weights as possible.

I hope this helps shed some light on Dimensional factors and how they can affect the calculated price of a shipment. We at NORCAL are always striving to provide the best possible shipping programs as well as the latest information for our members. If you would like to learn more about this or other NORCAL shipping solutions, please contact me anytime at chris@cafgs.org or at 760-533-5580 directly



NORCAL
California Association of Flower Growers & Shippers
"Serving the Floral Industry Since 1941!"

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**"We are on a mission to
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nation fresher and
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**Mark your calendar for
the 2011 California Floral
Convention July 20-23 at
the La Costa Resort and
Spa in beautiful Carlsbad
California.**