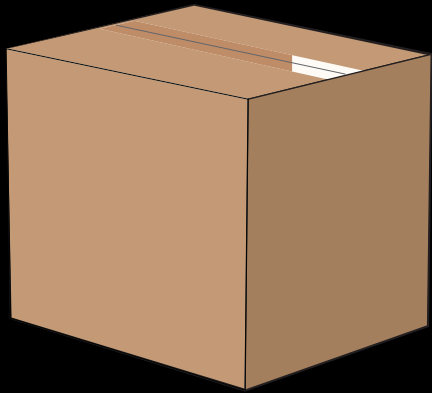


DIMENSIONING FOR PROFIT



Parcels



Irregulars

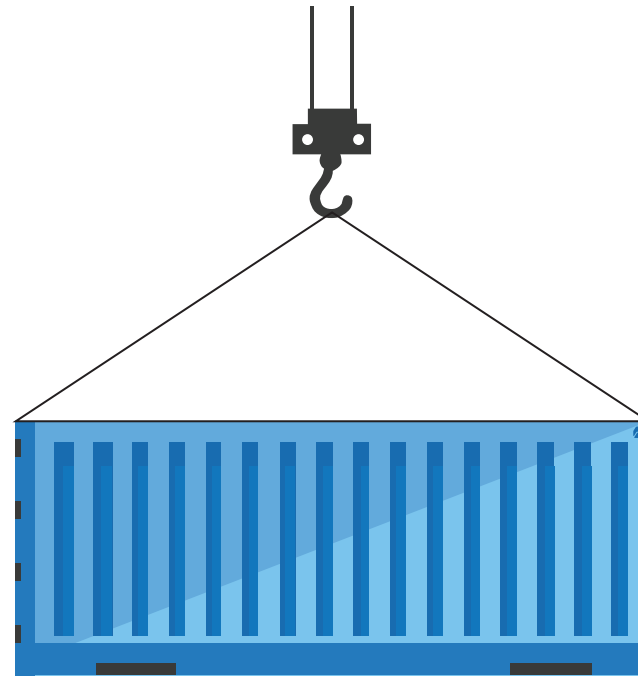


Pallets

AUTOMATIC DIMENSION SCANNING EQUIPMENT OPTIMIZES SHIPPING AND DISTRIBUTION EFFORTS

For many years the idea of utilizing dimensional and weight data has been an attractive idea in the parcel shipping and distribution industry. It has long been a known fact that shippers and carriers are always looking for ways to optimize the use of their warehouses, trucks, trailers, shipping containers and aircraft; the idea is that space equals money. Until now the collection of cube and weight data to assist in the process of using space more efficiently, thereby generating additional revenue or cost savings, has proven too time consuming, inaccurate, and labor intensive for practical use. Well, with the introduction of automated dimension scanning equipment, we can now put these problems behind us and get back to the basics—making money!

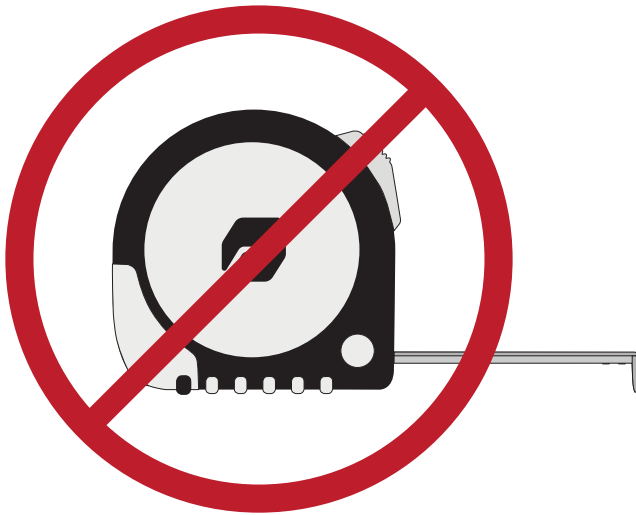
For instance, take the freight carrier. Shipping containers, trucks, trailers and aircraft generally bulk out (that is, run out of space) well before they exceed their weight capacity.



As a result, many carriers have attempted to compensate by adopting volumetric-based tariffs in addition to the standard weight-based rate structures. By cubing their payloads (determining the length, width, and height of a particular shipment) the carrier may compute a volume-based shipping charge that can be compared to the more traditional weight-based charges. The carrier can then bill in the most profitable way, thus, avoid filling their fleets with light freight, only to be penalized by conventional weight-based revenue charges.

FAST FREIGHT AND MAXIMIZED REVENUE

All this sounds good on paper. However, today the demand is for freight to be moved faster than ever and on ever-tighter delivery schedules. Carriers often find it much too difficult to take time to measure freight manually and still meet the customer's schedule for delivery.

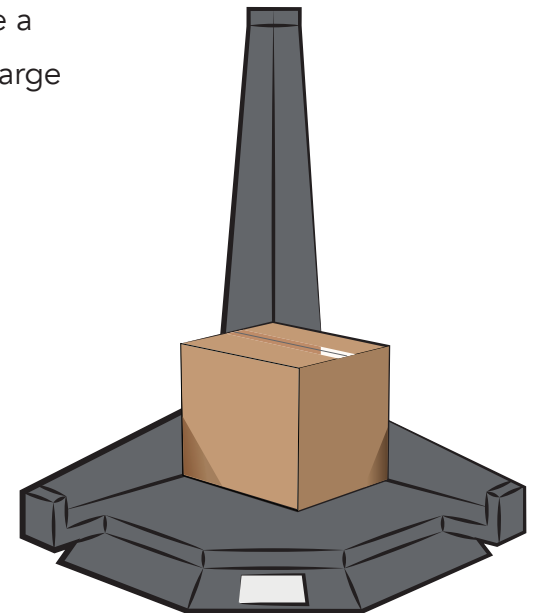


Ultimately, the carrier will choose to forfeit the potential revenue that could be gained by dimensioning the freight, rather than delay delivery.

Enter the dimensioning machine.

With this state of the art, automated equipment, it is now possible for the carrier to rapidly and accurately dimension and weigh freight without compromising throughput or the operation's strict delivery schedules. And there's a great hidden advantage in the use of an automated dimensioning and weighing system—the carrier is able to collect both dimensional as well as actual weight data simultaneously and with no extra work. The benefit? If a parcel does not

"dim out" (that is have a greater dim weight charge than weight-based charge) it will still be re-weighed to assure the accuracy of the parcel's declared weight. Many carriers find this reweighing process itself to be a profitable investment.





But carriers are not the only ones that stand to benefit from the use of a dimensioning system. Just as the system is a revenue-generating tool for the freight carrier, it's a huge efficiency-enhancing tool for the distribution center manager. **Significant amounts of money can be saved by applying accurate dimensional and weight data to the decision making process when it comes to warehouse operation efficiency.** Many modern distribution facilities, in an attempt to operate more efficiently, have invested large amounts of money in computerized warehouse management systems (WMS) to help them facilitate efficient receiving, picking, and shipping functions.

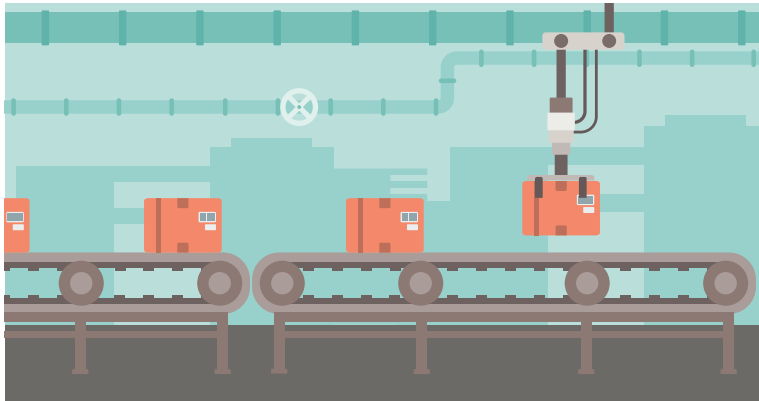
However, in too many instances, inaccurate dimensional and weight data are being entered into the warehouse system, paralyzing its effectiveness, not to mention the software system's all-important ROI. With accurate and reliable cube and weight data from an automated dimensioning system, the WMS or warehouse information system will be capable of:

- **Recommending the best storage location for incoming goods**
- **Selecting the most efficient sized cartons for order packing and shipping**
- **Optimizing the use of space within a container or trailer through effective load planning**

SHIPPING AND FULFILLMENT

Another area the distributor must manage with great care is the fulfillment and/or shipping function. All too often, the distributor finds him or herself paying unwanted, and certainly unneeded, expensive charge-backs to a carrier.

This occurs when the shipper manifests low density freight by weight only, and the carrier later dimensions the freight so that a more accurate, dimensional-based tariff may be applied. When this happens, the shipper or fulfillment house has no option but to absorb the additional carrier-imposed back charges, which can rarely be reclaimed by the shipper from his/her customer and can amount to significant, unnecessary costs. Huge amounts of money can be saved if companies would use an automated dimensioning device to manifest outbound freight accurately as part of the shipping and fulfillment process.



It's easy to see that without a cubing and weighing system in the warehouse, it is considerably less likely that a distribution operation will realize its full

potential for cost savings associated with the effective use of accurate cube and weight data.

SO, HOW DOES A DIMENSIONING SYSTEM WORK?

Dimensioning systems use the latest advances in sensing technology such as ultrasound, lasers, vision/CCD cameras, and infrared light, to scan an item or parcel's length, width, and height. This technology is often combined with others such as bar code scanning systems, label printers, and in-line or static weighing systems to provide a complete turnkey dimensioning, weighing, and tracking system. All cube and weight information collected by these systems is electronically stored or automatically transferred to a host processing system where it can be put to profitable use. In some cases, these data transfer solutions are "off-the-shelf" and are compatible with most computerized warehouse systems. In other cases, they are customized to fit specific application requirements. Regardless, they are simple to use and quickly become a vital element in the process of making the dimensioning equipment an integral part of the operation.

For a carrier or distribution center manager who is interested in dimensioning and weighing freight, there is a wide range of product configurations available to choose from. Remember, first it's essential to assess your needs and evaluate the operation before selecting the configuration that will best fit your application. The successful use of cubing equipment is highly dependent on a full understanding of what you are getting and the limitations associated with it. Most likely, there is a cubing machine that will fit your facility's unique characteristics and application. Product offerings include small parcel, portable cubing and weighing work stations; high-speed, in-line cubing machines for automated sort facilities; and large static systems which are capable of measuring and weighing larger parcels or even palletized loads.

The bottom line: if you're considering the acquisition of an automated dimensioning and weighing system to help you become more efficient or generate more revenue, consider this – it's only money.

LEARN MORE ABOUT CUBISCAN DIMENSIONERS

Click [this link](#) to watch videos, see measurement specifications, and better understand how your LTL, 3PL, or shipping company can use pallet dimensioners to increase speed, improve accuracy, and increase bottom-line revenue.

Have specific questions and want to talk to us directly? **Call us at (801) 451.7000** and we'll be happy to discuss your unique dimensioning needs.