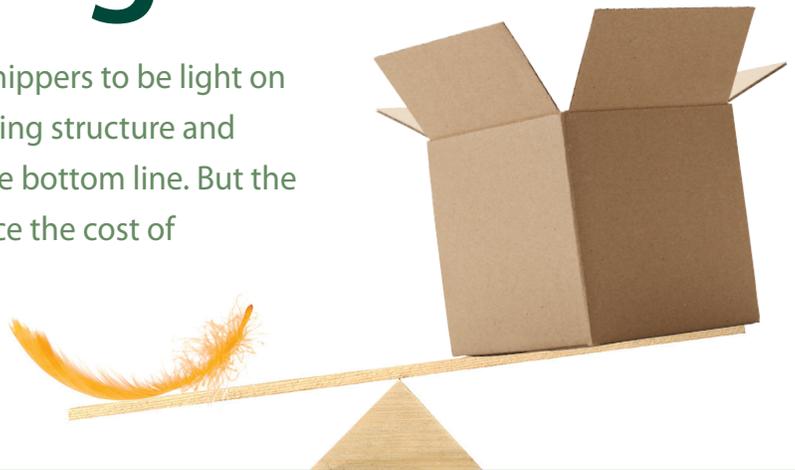


Tips to Help Reduce The Impact of DIM Weight

DIM weight rules have made it hard for shippers to be light on their feet. Many feel stuck in the new pricing structure and unsure what to do about the big hit to the bottom line. But the good news is that there are ways to reduce the cost of shipping, even under the tyranny of DIM. Here's how to start.



1. Figure out where you stand.

How bad is it? Audit your current invoices and compare them with previous years. How much have your shipping costs actually gone up since DIM weight changes were implemented by the national carriers?

2. Utilize more space.

Under DIM, smaller boxes almost always win. In some cases, they'll even help you avoid DIM altogether. For example, use GSO to ship a package under 3 cubic feet, and you can pay according to actual weight.

3. Cut weight.

Remove excess packaging materials that add heft to your boxes. Reduce overboxing whenever possible. Can you switch to padded envelopes or pouches? Just be careful that you don't reduce packaging by too much—you don't want to risk a damaged product and the costly claims that come with it.

4. Implement box optimization.

Your answer to DIM might involve diversifying the box sizes you stock so you can always have a perfectly sized box for any item. But the process of choosing the correct box for every shipment can be slow and prone to human error. Box optimization can take the guesswork out of matching boxes to shipments.

5. Consider different methods.

You might get better value by using different shipping methods than you used in the past. For example, less-than-truckload (LTL) shipping works for certain items and can save money.

6. Don't forget returns.

Many retail shippers process a huge amount of returns—and increasingly, they don't charge customers for return shipping. If that's your case, try to ensure that the box your item ships in can also be used for return shipments.