

Blanket Wrapping
vs.
Packaging

PACKAGING

To Blanket Wrap or Not To Blanket Wrap?

– General Commodity Carrier

- Example: 500 mile run.
- Packaging and Labor Costs
 - 100 pieces X \$10 = \$1000.00 \$1,000.00
- Commodity Carrier Rate:
 - \$1.40 per mile = \$700.00 \$ 700.00
- Total cost: \$1,700.00 \$1,700.00

To Blanket Wrap or Not To Blanket Wrap?

– Blanket Wrap Carrier

- Example: 500 mile run.
- Packaging and labor costs
 - 100 pieces X \$1.50 = \$150.00 \$ 150.00
- Blanket Wrap Carrier Rate
 - \$2.10 per mile = \$1,050.00 (50% higher) \$1,050.00
- Total cost: \$1,200.00 \$1,200.00

Blanket Wrap vs. Packaging

Blanket Wrap Carrier

\$2.40 per mile including labor

No disposal costs

Environmentally Friendly

No floor space needed

Reduced Damage

Damage noted immediately

Increase # of pieces per load

Reduce Labor Costs

Not dependent on paper price

General Carrier

\$3.40 per mile including labor

Disposal costs

Not friendly – new stores do not have recycling

Floor space needed for packaging

If it looks indestructible – it will be treated as such

Not noted until unpackaged – maybe days later

Fewer pieces per load equals more loads! \$\$\$\$

Increased labor – loading, unloading, disposal

Dependent on paper price

It Takes More Than Muscle

Nothing is more complex than retail fixtures.
So many sizes, shapes, weights and materials.

- Inspect the trailer before you load – your carrier needs your help identifying equipment problems
 - Inspect for water damage
 - Inspect the floor for nails
 - Sweep the floor – it only takes 10 minutes
- Keep your carrier's van equipment separate
 - This will help keep your cost in line and your carriers – same philosophy of a shopping cart corral in a parking lot.
 - A van load of equipment costs approximately \$3,000.00.

It Takes More Than Muscle

- Fixtures tend to move to the front and side to side
 - Put the weight of the fixtures against walls and towards the nose of the trailer
- Load the trailer imagining “Load –Cells”
 - Load the trailer cell by cell Heavy on bottom – light on top
 - Do not leave any “empty cells” that could damage a fixture
 - Strap at least each 10 feet - bottom and top
- How will the fixtures be unloaded?
 - Remember this during the loading process – outside, no dock, possibly less trained labor, etc.

