



# Your Guide to Holiday Shipping

**Freight Edition**



The most wonderful time of the year can also be one of the busiest.

But with proper planning, small and mid-sized businesses (SMBs) can enjoy a successful and hassle-free holiday shipping season.

Read on for helpful holiday shipping tips from Worldwide Express (WWEX).

## Package Your Shipments the Right Way

During the holiday shipping rush, it can be tempting to take shortcuts in order to get your freight on the road faster. But trust us: properly preparing your shipments is well worth the effort, and will save you time and money in the long run!

Follow these four easy steps to ensure your freight shipments arrive safely to their final destination:



### Pick the Right Packaging

Make sure to choose a sturdy wood or plastic pallet that is strong enough to support the weight of your shipment without overhang.

The pallet should be in good condition, with no broken boards, protruding fasteners or large gaps for materials to fall through.



### Don't Skimp on the Shrink Wrap

Poorly wrapped pallets are one of the most common causes of loss or damage in transit. Secure your load with two to three complete wraps (including all corners) using a 60-gauge shrink wrap. For very heavy loads (over 150 lbs.), you should also fasten the shipment with unbreakable straps.



### Don't Forget the Label

Your shipment could be delayed if its label is missing or damaged, so make sure it's protected and marked clearly. To avoid shipping loss, it's a good idea to label each individual box or mark them as 1 of 10, 2 of 10, etc.



### Know Your Limits

You may be charged an extra fee if your freight exceeds standard less-than-truckload (LTL) size limitations. Make sure to pay attention to the specific size and weight restrictions determined by the carrier.



**Have questions about packaging your holiday shipments?**

WWEX can help! [Contact your local WWEX office](#) for assistance with all of your holiday shipping needs.



# Review Holiday Shipping Schedules

Many carriers will not pick up or deliver packages on major holidays, such as Thanksgiving, Christmas, New Year's Eve and New Year's Day. We recommend checking the carrier's website for specific holiday closures or changes to their hours of operations.

A few things to keep in mind:

- » If you ship perishables or other sensitive items, consider the best days to ship your freight. Keep in mind that most businesses are closed during the weekend!
- » Don't let the winter weather damage your freight! If there's a chance your shipment could wait outside at its final destination, check the weather and protect your packages as needed to ensure they can survive any extreme temperatures.
- » Some carriers operate on reduced hours during the holidays, so make sure to anticipate any changes in shipping cutoff times — you don't want to miss important pick-ups or drop-offs!

## Keep Your Cool with Freeze Protection Services

Many freight carriers offer “protect from freeze” services for a minimal fee to ensure your freight arrives in good condition, no matter the weather. Consider freeze protection services if your freight could be damaged by extreme temperatures.

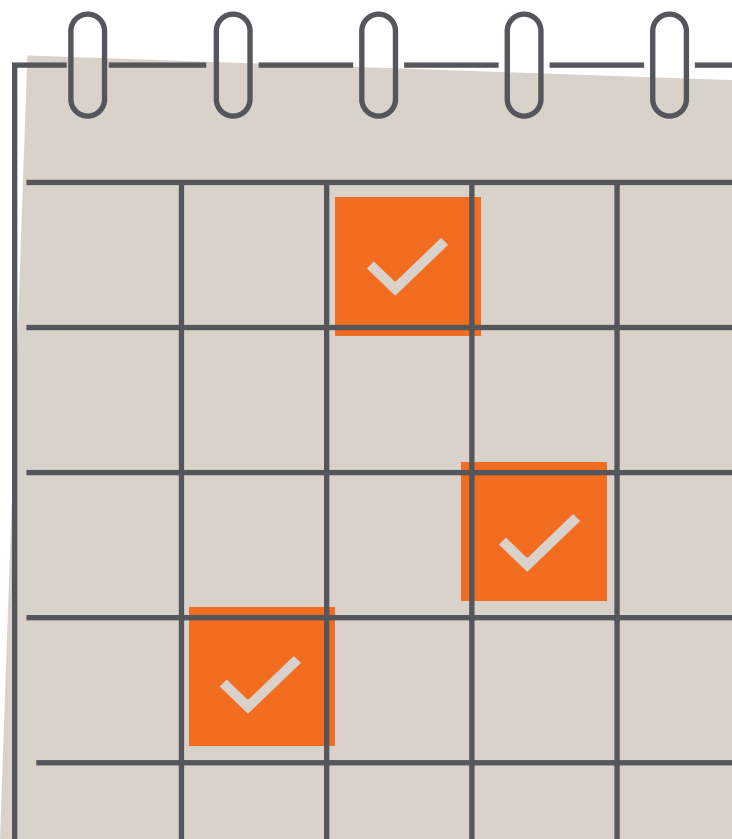
### What are freeze protection services?

While specific options vary between carriers, protect from freeze services typically include:

- » Accelerated service to minimize time in transit
- » Outdoor temperature monitoring
- » Unique, distinctive labels on freezable goods
- » Heated trailers and “warm rooms” to protect freight in transit
- » Insulating blankets to wrap around at-risk shipments

### Is your shipment at risk?

If you're unsure if your shipment needs to be protected from freezing temperatures, **contact your local WWEX office** to get advice and learn which carrier(s) are the best fit for your needs.



# Evaluate Insurance Options

No one likes dealing with the aftermath of lost or damaged packages — but it's especially frustrating during the holidays. That's why many savvy SMB shippers choose to insure their holiday shipments in transit.

Did you know that your freight may not be covered through the carrier's limits of liability? While relying on standard liability may be suitable for your low-value shipments, you should know that it may not cover the full cost of your higher-value goods.

To ensure your shipments are covered in transit, consider investing in freight shipping insurance this holiday season. [Click here to learn more about shipping insurance.](#)

With our easy-to-use SpeedShip® technology, WWEX customers can quickly and easily select shipping insurance when booking their shipments online. [Learn more about SpeedShip.](#)



## Plan Ahead

As much as you try to avoid it, loss or damage does still occasionally occur. Delays or damage to your freight can be especially stressful during the busy holiday season, but you can make it easier by creating a response plan ahead of time.



1. Take pictures of your freight before it ships
2. Be sure to make note of any damage to your shipment on the delivery receipt
3. Save the packaging and receipts from damaged shipments in order to prove their condition upon arrival
4. File your claims as soon as possible, and pay all shipping invoices on time — your claim will not be resolved if you don't pay the invoice

## Set Customer Expectations

During the holiday season, winter storms and holiday closures can cause unexpected delays to your freight shipping. By setting clear and realistic expectations with your customers, you can avoid possible frustrations down the line.

A few things to keep in mind:

- » Many SMBs are overloaded with orders during the holiday season, which can slow fulfilment times. Let your customers know how long it will take to fill their order, in addition to expected shipping times.
- » Don't wait — ship your packages as early as possible in case you experience any service interruptions.
- » Keep an eye on money-back service guarantees. Many carriers suspend service guarantees during the busy holiday shipping season.
- » If you do experience delays, make sure to keep your customers in the loop with regular status updates.

By working with a 3PL like WWEX, you can get help optimizing your holiday shipping and get your packages out the door on time. [Contact us](#) to learn how WWEX can put a smile on your face — and on your customers'!



A nighttime cityscape featuring light trails from traffic on a curved road on the left and trees illuminated with blue lights on the right. In the background, city buildings are lit up against the dark sky.

# Make Your Holidays Happier with WWEX

The peak shipping season doesn't have to mean peak stress. With a little preparation — and the help of the shipping experts at WWEX — you can have a successful and smooth-sailing holiday shipping season.

## Ready to get started?

It's time to start planning for the holiday season! Contact WWEX and get a free holiday shipping assessment today.

[wwex.com](https://www.wwex.com)