



DON'T GET CAUGHT IN THE FREIGHT COST TRAP!



Architectural Supplements publishes your freight percentage in our price lists. This enables you to easily determine your delivered container cost. Our percentages are based on analysis of actual freights costs to given markets.

Some container manufacturers only publish prices that are FOB their factory ("FOB Manufacturers"). This creates the "Freight Cost Trap." It can lead you to quote jobs not knowing what your freight cost is. The closer your location is to a manufacturer, the easier it is to fall prey to this trap. But chances are that your freight cost is far more than you think,

particularly in today's world of high gas prices and fuel surcharges.

There are several easy steps you can take to determine your freight from an FOB, Manufacturer:

- **INSIST THAT YOUR MANUFACTURER PUBLISH FREIGHT COSTS.**

We do it, your distributors of plants and containers do it, so why would a manufacturer make a mystery out of freight? Bottom line: You have options and the FOB Manufacturer wants your business. Ask them to help you.

- **MAKE A QUICK CALCULATION.**

If you pick up or if you arrange freight with an outside contractor, choose 3 recent shipments. Match your freight cost for each job to the cost of the containers and calculate the percentage for each shipment. Average the 3 and use the average percentage when costing future jobs from the FOB Manufacturer. Pick up costs can be calculated at \$.50 - \$.60 per mile plus the cost of the driver/workers used to make the pick-up.

- **DO NOTHING.**

But know that a 5-6% freight cost on normal size jobs is a thing of the past. A 60-mile round trip pick up of a \$500 order carries approximately a \$60 - \$75 freight cost (12% - 15%). Delivery of the same order by an outside contractor would cost even more.

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It's costing you money, and you should know how much.