You can SLASH YOUR SHIPPING COSTS up to 420%! Are you aware of the four Parcel Package Myths? Learn these four secrets and start saving now!

Slashing costs is a constant for business owners. Always has been. Always will be. You analyze processes; renegotiate with your suppliers, scrutinize marketing, monitor costs and budget capital. All in the name of Savings!

The one area often overlooked is the shipping department. Specifically, the freight expense incurred every single day. Usually we ship "prepay and add" so our logic tells us the customer's paying the freight and it doesn't make a difference. Managers are frustrated by ongoing carrier rate increases and feel hopeless in their ability to take effective action. NOT any more, your company can save on freight and…in many cases…save BIG!

Myth #1- "I can't save any money on my freight!" In most companies, the
person doing the shipping is just trying to get packages out the door; it's not money out of their pocket and it's too much work to compare rates on every package. With Logic Systems' Platinum Shipper®, your PC screen displays an instant comparison between the parcel carrier's cost and the US Post Office cost on every package. Both rates are visible and the savings obvious.

Myth #2- "It is inconvenient to use the Post Office!" Unfortunately, awareness
alone doesn't ship your package. Especially when an address label has to be manually created, the right amount of postage calculated, stamps placed on the package or an untimely trip to the postage meter is required. Our Platinum Shipper® virtually eliminates the inconvenience of shipping with the US Post Office; it is a "click and ship" solution requiring one keystroke to deliver a US Post Office approved label with complete address and postage! Platinum Shipper® makes this alternative a breeze!

Myth #3-"The Post Office doesn't have tracking capabilities!" Some
shippers complain that the post office does not have tracking. Normally, it is an extra service (and hassle) to get Delivery Confirmation...Not anymore…Now, with Platinum Shipper®, the printed label has your Delivery Confirmation barcode printed right on it. Platinum Shipper® keeps a log of all the packages that you ship. To track any package sent with Delivery Confirmation, simply select the item from the Postage Log and click the Status button. Platinum Shipper® will retrieve and display the status of your package. Even better, you can send an email directly to the recipient with the tracking number and

the website to track their package. No more customer service calls wondering where the package is or if it has been shipped yet.

Myth #4- "With the Post Office, unlike other small parcel carriers, my customers actually see how much I paid for postage!" Ever get those
customers asking, "Why are you charging $10.95 shipping and handling when my shipping label only shows $3.95"? Not anymore! With Platinum Shipper® you have optional Stealth Indicia, which prints shipping labels with hidden postage amounts. Your customers will never see the amount of postage paid. Stealth postage lets you charge a different fee for shipping and handling - without raising your customers' eyebrows. This feature allows you to use shipping and handling as a profit center; to average out your shipping and handling costs across your product line; or perhaps to cover other costs like labor, packing material and insurance.

If what they say is correct and 90% of a solution is the awareness of an alternative, then here's what you've been waiting for. Read on...

Logic Systems is now offering Platinum Shipper®, an innovative technology that significantly cuts costs in the shipping department. Most shippers utilize" free" software provided by their parcel carriers to process packages. While this software does make it convenient to ship, it has an inherent drawback; it only works with that specific carrier. In other words, if an organization ships with UPS, their software only processes packages for UPS. The carriers provide this software because they know it will increase their volume and revenue. They know it's more convenient for shippers to use their software than to try and compare rates with another carrier. The problem is this; like anything else, if you don't shop around you end up paying too much.

Let's provide a specific example. January of 2009, UPS and DHL increased their rates. As part of the increase they added a new surcharge, called a Delivery Area Surcharge, which is an additional $1 for commercial shipments and $1.75 for residential shipments. This surcharge is applicable in 55% of the zip codes in the United States with rates of $7.41 for one pound packages shipped to zone 8! Compare this to sending the exact same package via the US Postal Service for $3.85; that is a savings of over $3.50 or 92%! So why wouldn't a shipper make this choice?

FACT: UPS considers 55 % of all U.S. zip codes remote areas (Dexter, Chelsea, Milan)
FACT: Carriers charge an extra $1 on commercial and $1.75 on residential remote areas

1 Pound Package USPS Priority Mail vs FedEx & UPS Ground Service

Commercial Delivery Area Surcharge

	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Zip	48137	26601	62067	66830	79068	85245	95531
USPS	3.85	3.85	3.85	3.85	3.85	3.85	3.85
UPS	4.45	4.57	4.81	4.89	5.1	5.15	5.26
Difference	$0.60	$0.72	$0.96	$1.04	$1.25	$1.30	$1.41
%	16%	19%	25%	27%	32%	34%	37%

Residential Delivery Area Surcharge

	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
USPS	3.85	3.85	3.85	3.85	3.85	3.85	3.85
UPS	6.6	6.72	6.96	7.04	7.25	7.3	7.41
Difference	$2.75	$2.87	$3.11	$3.19	$3.40	$3.45	$3.56
%	71%	75%	81%	83%	88%	90%	92%

And freight savings are not the only money saving benefits!

- Platinum Shipper® verifies addresses

- Platinum Shipper® displays residential delivery areas.

- Platinum Shipper® can be integrated into an organizations business or accounting system!

Platinum Shipper® comes with LSE's ShippingIntegrator®, a ready-to-run middleware solution that enables UPS WorldShip® to exchange information with your existing accounting software. By eliminating the chore of typing information manually, ShippingIntegrator® can help you realize dramatic gains in productivity and accuracy.

For example, ShippingIntegrator® can transfer address information from your accounting system to your shipping system, and return the resulting freight charges and tracking numbers. Customer information, invoices, and sales orders can be updated simultaneously with shipment processing. ShippingIntegrator® streamlines your shipping operations by dramatically reducing the time and effort needed to process each shipment.

Some accounting software that has been integrated includes, but is not limited to:

- SAP
- Oracle
- Macola
- Epicor
- Peachtree
- Quickbooks
- Great Plains
- MAS90/200/500
- Business Works
- AS400
- Prophet21