

# Compass

SMART LOGISTICS TO GROW YOUR BUSINESS

FALL 2011



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... TO USE  
UPS QUANTUM VIEW  
MANAGE



Customer service representatives. Shipping managers. Accountants. Compliance officers. Who doesn't benefit from full visibility into a supply chain? Quantum View® Manage gives users a comprehensive view of all inbound, outbound and third-party shipments. This web-based application also helps you:

- 1** Create the most efficient staffing system possible at your company – form a just-in-time team you can flexibly deploy as needed, or augment with temporary help.
- 2** Pinpoint individual shipments – head off customer complaints and multiple “where’s my order” calls by quickly seeing the location of shipments anywhere in the UPS system at any time.
- 3** Proactively know when an unforeseen event delays a shipment so you can inform customers professionally and as regularly as needed.

Quantum View lets you monitor delivery progress and even customs clearance for multiple shipments in multiple accounts – without the need to enter tracking numbers.

[ WELCOME ]

# Charting a new course with *Compass*

*Willkommen! Bienvenue! Benvenuto! Bienvenido! Witaj! Merhaba!*

It's my privilege to introduce the first-ever European edition of *Compass*, a magazine for customers like you.

*Compass* aims to spotlight the value of logistics. In every issue, we will give you an engaging mix of compelling articles, customer success stories and product updates that will help you manage your organisation's logistics effectively and efficiently.



*Compass* succeeds our former publication, *UPS Forum*, it is an evolution that creates a global platform for communicating with businesses like yours. We're determined to deliver a steady supply of ideas that help you compete from wherever you're reading: the UK, Italy, Turkey or elsewhere.

Where does this *Compass* lead? Our cover story highlights businesses that have a need for speed and shares strategies they

learned by teaming with UPS to make sure their shipments reach customers on time. We also offer a second feature article that offers ideas for turning returns into revenue.

With this welcome also comes an invitation. We would be happy to hear from you about *Compass* and about UPS. E-mail your views and opinions to [editor@upscompass.com](mailto:editor@upscompass.com).

In the meantime, enjoy exploring all points of *Compass*.

**Jim Barber**  
President – UPS Europe



[ COMING IN JANUARY ]

## A new and improved WorldShip

WorldShip® 2012 will offer a host of new features that will help you ship smarter. This upgrade, available for download on 2<sup>nd</sup> January 2012, will help you view accurate rates and fuel surcharges. When you process a small package shipment, WorldShip 2012 will display the transit time in days, along with the delivery time for the service you selected. You can quickly compare other UPS service levels to ensure you've chosen the best option to meet your time and budget commitments.

You can already process air freight shipments using your WorldShip system, but the 2012 version offers even more advantages with:

- The ability to initiate air freight shipping from 17 new origin countries.
- A redesigned goods entry screen that lets you search for and validate tariff codes and enter customs document information with an easy-to-use grid to speed processing.
- UPS Paperless® Invoice now allows for electronic filing of commercial invoices for your air freight.



**QUICK INSTALLATION** You can download WorldShip 2012, starting on 2<sup>nd</sup> January 2012, from [www.ups.com/worldship](http://www.ups.com/worldship). Installation for current WorldShip users should take about 15 minutes. If you are using WorldShip 2009 (version 11.0) or older, you can get assistance by contacting your local technical support number, which can be found on [www.ups.com](http://www.ups.com).



[ SUSTAINABILITY ]

## Eco-friendly shipping

Companies of all types and sizes are turning to green practices to boost efficiencies and protect the environment. With UPS Reusable Express Envelopes, making your shipping more green is as easy as choosing the right envelope.

Made from 100% recycled fibre and 80% post-consumer content, the reusable envelopes reduce environmental waste. Customers receive and then return documents in the same packaging.

Better for the environment? Sure. But it's also a timesaver. Your customers don't have to look around to find their own envelopes – improving the speed and efficiency of returns.



**REDUCE. REUSE.**

UPS Reusable Express Envelopes can be ordered online or by contacting your local UPS sales representative.

[ BEHIND THE SCENES ]

# London 2012 and UPS Logistics



As the official logistics partner of the London 2012 Olympic and Paralympic Games, UPS has an active and instrumental role in assisting preparations ahead of this historic sporting event.

The role of UPS is much more intricate than the delivery of items for the London 2012 Games and will include other complex tasks such as supply chain planning, inventory and warehouse management and the intensive logistics required to deliver what promises to be the greatest Games ever.

UPS will deliver 30 million items including 1 million pieces of sporting equipment across 34 Olympic venues. UPS's objective is to get every single item to the right place in the hands of the right person at exactly the right time.



For more information on UPS's global logistics solutions, visit [www.ups.com](http://www.ups.com).

[ DIGITAL DOWNLOAD ]

# Access UPS services wherever you go



UPS has launched a mobile website, [m.ups.com](http://m.ups.com), which is accessible to all UPS customers with a smartphone and a mobile data connection. The mobile website combines the reliability of UPS's online services with the convenient accessibility of a smartphone.

Customers visiting the mobile website can create labels for shipping packages, calculate shipping rates and transit times and even locate the nearest UPS customer service centre.

The mobile website also can track shipments. So the next time you have to handle a "where's my shipment" call from a customer, you'll be able to do so whether you're just around the corner or in another country.

[ FIRST PERSON ]

# Opening doors

“ In January, more than 100 boxes of merchandise needed to fulfil large retail chain orders in the United States were held up in China as a result of a new government inspection programme. UPS was able to schedule a meeting with Chinese officials within days to obtain the vital information required to release our shipments and to help us understand how to ensure minimal delays in the future. Without UPS's intervention, we never would have been able to deal with the new process in such a short time. ”

— Vanessa Merit Nornberg, president, New York City-based Metal Mafia



In business, what comes back to you is almost as important as what goes out. Whether the items being returned are clothing, electronics or other goods, the way you manage it – your returns strategy – can mean the difference between profit and loss. These four tips can help you optimise your returns programme, improve your customer satisfaction and raise your bottom line.

### 1. Stay in control

The UPS portfolio of returns solutions puts you in the driver's seat. Choose a level of service that can quickly restore unused products to your inventory.

With UPS, your returns will be shipped to the correct location, with the correct service, at the correct time for the correct cost – giving you full control of your returns process.

### 2. Offer convenience

From the inclusion of a pre-printed return label in the original package to the simultaneous collection and replacement of

a product, UPS offers a full spectrum of returns services that are easy for your customers to use. When customers are happy, they come back.

# Returns and the bottom line

As the peak shipping season approaches, a smooth returns process becomes critical. Follow these four tips, and you'll benefit from a successful strategy.

### 3. Build trust to boost sales

A positive return experience reinforces a customer's trust in your company.

That's why a good returns policy can lead to increased sales. UPS also offers international return options in more than 135 countries, meaning expansion into new markets can be simplified.

### 4. Focus on efficiency

UPS returns services enable you to balance cost with convenience. UPS information technologies enable

you to keep a close eye on your returns volume and plan staffing levels accordingly. Planning and control mean greater efficiency and less waste.

## The UPS Returns portfolio

**Satisfy your customers – and simplify your supply chain – with one of the returns options from UPS.**

**UPS Returns®:** Process and track returns shipments with ease. Print a UPS Returns label to include in your outbound package, send the return label separately, or request that UPS email a return label to your customer. The customer affixes the label to the package and arranges for a UPS collection.

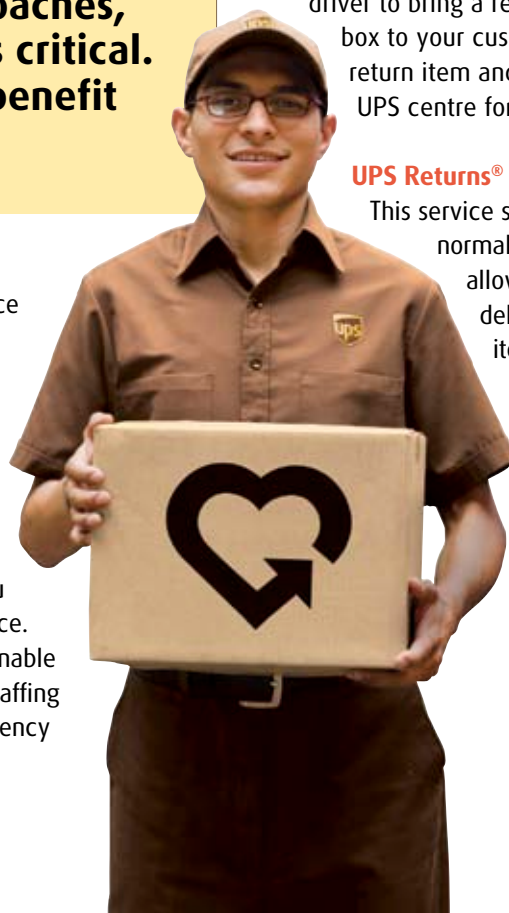
**UPS Returns® Plus:** You initiate the collection. First, designate whether you want one or three collection attempts. A UPS driver will then take a return label to your customer, apply it to the package and bring the package to a UPS centre for processing.

**UPS Returns® Pack and Collect:** A special return service that leaves nothing to chance. Arrange for a UPS driver to bring a return label and box to your customer, pack the return item and bring it to a UPS centre for processing.

#### UPS Returns® Exchange:

This service streamlines the normal returns cycle, allowing a UPS driver to deliver a replacement item and collect a similar return item, all during the same visit, by reusing the original shipping box.

Learn more at [www.ups.com](http://www.ups.com).



# NEED FOR SPEED

Learn the essential get-there-soon shipping strategies from three companies whose success depends on moving products quickly.



**CLICK.**

From the moment your customers click the “purchase” button on your website or hang up the phone after placing an order, they’re waiting on you. We live in a culture of instant gratification where expectations can be hard to manage when it comes to shipping.

As never before, a business needs a logistics vision that leverages internal and external expertise, experience and infrastructure to deliver goods on time. Here, three companies share their strategies for swift deliveries – even for the most delicate, perishable and time sensitive goods.



David Nicely, Sun Harvest Citrus

## SET UP FOR *SEASONAL* NEEDS

**David Nicely**, director of sales and marketing for US-based Sun Harvest Citrus, knows a challenge when he grows one.

“Obviously, we’ve got a perishable product,” Nicely says of the 22.6 million kilograms of oranges, tangelos and grapefruit harvested annually. “The quicker it gets to a customer’s doorstep, the better chance it has of arriving in perfect condition.”

About 20 percent of the Sun Harvest crop becomes the company’s premium product – artfully arranged fruit baskets and boxes. Shipments of gift packages spike during the winter holiday season. In 2010, most of the company’s 67,000 annual orders were taken between November and January.

At peak season, a trailer per day (two trailers in the busiest weeks) rolls onto the premises for employees to load. The company’s internal ordering system, supported by WorldShip® software, lets staff print shipping labels as they pack the boxes. A customised operations plan bypasses a local shipping distribution centre in Orlando, Florida, speeding the citrus directly to a UPS hub in Jacksonville for distribution.

“People today look for instant gratification,” Nicely says. “So the time our logistics planning saves us in transit really matters, especially for orders that go out to faraway destinations.”

**LESSON:** A customised operations plan helps peak season yield peak profits.

## SAY ‘I DO’ TO *JUST-IN-TIME* LOGISTICS

The back shop of The Wedding Shoppe in the US city of St. Paul, Minnesota, is a sophisticated, fast-paced operation where thousands of gowns annually are viewed, selected, fitted, manufactured and shipped. Thanks to good relationships cultivated in 34 years of business with dressmakers, wedding-industry partners and shippers, The Wedding Shoppe gets gown orders to anxious brides in eight to 10 weeks compared with most companies, which can take 10 to 12 weeks.

The speed advantage starts at the website; UPS’s API (application programming interface) helps retailers and brides calculate costs and specify delivery information up front. “A wedding dress selected online,” says James Fritz, owner, “reaches the customer weeks before the wedding, not days.”

Brides typically order their gowns far in advance. But weddings can often mean transition – relocations, changes of address, etc. “UPS is really great at re-routing,” says Fritz, “and re-routed dresses don’t have to come back here to the store, only to be shipped again. An efficient re-route process cuts three or four days out of the process for us.”

And for the guys? Tuxedos actually cause as much stress as gowns, Fritz says. That’s because grooms often wait to order clothes until a week or two before the wedding.

**LESSON:** Technology, relationships, re-routing and readiness lead to speed.

## PART-ING THAT’S *NOT SWEET* SORROW

**Kai Berg** is logistics manager of technical operations at Blue1, Finland’s second-largest airline. The company relies on spare and replacement parts for its aircraft at a moment’s notice, often from the US.

“An aircraft on the ground is always a situation where speed is a challenge,” Berg says. “We try to get our aircraft back into service as soon as possible.”

Speed, of course, is the essence of air travel. If a spare part does not arrive on time, flights cancel, passengers fume and revenues fly to other airlines.

Blue1 chooses UPS Express® for parts high in value, irregular in shape and extremely time-sensitive to keep Blue1 in the air.

“When it comes to shipping valuable goods, you need to be able to trust your logistics partner,” Berg says. “The key is access to efficient services and advanced online tracking solutions. Those make it easy.”

Blue1 can fly high knowing UPS delivers earlier to more countries from the US than any other carrier.

**LESSON:** A specialised shipping challenge requires a shipping partner capable of meeting specialised needs.



# Farm to TABLE



## Carbon neutral shipping adds sustainability to Otto Gourmet's shipments.



### OTTO GOURMET

Suppliers of top-quality meat and other gourmet products to restaurants and consumers

**Founded:** 2005

**Based:** Heinsberg, Germany

**Employees:** 25

**Website:** otto-gourmet.de

A slice of fresh cantaloupe wrapped with silky prosciutto. A perfectly grilled fillet. Seared scallops in a white sauce. Around the globe, sophisticated foodies are demanding the best ingredients, Otto Gourmet is perfectly positioned to satisfy their cravings. This specialty-food purveyor supplies its gourmet fare to Michelin-star chefs throughout Europe – and to a loyal base of gourmet home cooks seeking that same unparalleled quality. The “meat” of Otto Gourmet’s business is food like Wagyu Kobe beef from Japan, American beef and bison, Ibérico pork from Spain, Miéral poultry from France and fine seafood from all over the world.

The animals that provide the meat are raised humanely, the three brothers who launched

the Heinsberg-based company in 2005, Stephan, Wolfgang and Michael Otto, wanted to expand that environmentally and ethically conscious view to their business system.

“The customers who buy our products want high-quality meat – high quality first for the taste, but also for the earth,” Stephan says.

Otto Gourmet’s meat shipments need to stay chilled or frozen, top chefs demand on-time delivery. Along with sustainability, reliability is key for their shipping partner.

### Seeking sustainable shipping

Already a UPS customer, Otto Gourmet took the lead in finding a sustainable shipping method. On the UPS website, “we found out that the company offered carbon-neutral shipping [in the United States],” Stephan says. “We contacted UPS Germany before the company even launched the service here.”

As part of its carbon-neutral shipping program, UPS evaluates a company’s shipping practices,

identifying methods that are critical to ensure business success while also looking for ways to reduce emissions. For example, a UPS sustainability solutions manager might find that a company can switch to smaller packaging. Carbon offsets can then be purchased to mitigate the emissions that remain.

### A customised solution

For Otto Gourmet, implementation of carbon-neutral shipping meant using UPS Express® and UPS Express Saver® for its perishable goods, a plan that enables the company to meet its sustainability shipping needs without compromising the reliable deliveries customers have come to expect.

Once the best shipping method was identified, UPS measured the company's shipping distances and types of transport annually, based on every shipment, to calculate the carbon dioxide emissions. The Société Générale de Surveillance monitors UPS's calculation methods and procedures and the CarbonNeutral Company certifies the carbon offset process. Calculations are based on the Greenhouse Gas Protocol, the most widely used international standard for carbon accounting and reporting.

Otto Gourmet ships 22,000 to 24,000 packages annually, with peak shipping times before the holidays

when people splurge on their top-quality meat for celebratory dinners. With each order, the company pays just a few pence per package for offsets, a cost that is easily absorbed.

From the customer's viewpoint, a carbon-neutral logo on the package shows that Otto Gourmet is serious about its commitment to the environment. "Having the sticker on the box shows them, 'Hey, we ship it carbon-neutral.' It's the first positive surprise the customer gets when opening the box," Stephan says. UPS's carbon neutral logo also appears on Otto Gourmet's website and catalogue, further enhancing the company's commitment to sustainability.

### How carbon offsets can help

Companies like Otto Gourmet all across the globe are embracing sustainable business practices, finding partners who can help them achieve their eco-friendly goals. "The interest is there from clients. In Germany and throughout Europe, all kinds of consumers are looking for sustainable, environmentally friendly shipping," Christian Enzinger, UPS Europe sustainability solutions manager.

This commitment is doing a world of good: UPS's carbon offsets contributes to projects such

as Garcia River Forestry in the United States, which helps control carbon emissions with a forest and La Pradera Landfill Gas in Colombia, which helps prevent methane from entering the atmosphere. In Asia, China's Fujian Landfill Gas in China generates clean electricity from methane. In Thailand, UPS donates to Cholburi Wastewater Biogas-to-Energy, which generates heat and power from wastewater biogas.

"We're expanding our sustainable view to our business system. We think our customers like to see that," Stephan says.



### Challenge

Otto Gourmet sells meat raised with environmentally aware practices. They wanted a shipping solution to match.

### Solution

With UPS's carbon neutral shipping option, Otto Gourmet extends its commitment to the environment throughout its business practices. The company offsets about 22 tons of carbon in its first year of carbon neutral shipping.

## Sustainable steps

### TWO WAYS TO CUT YOUR CARBON FOOTPRINT

UPS is committed to reducing the impact shipping has on the environment. Now, UPS's carbon neutral shipping option can help you reduce your carbon footprint while demonstrating your commitment to sustainability. Choose one of two levels of participation:

1

#### PER PACKAGE

When you prepare a UPS shipping label, simply select the carbon neutral option. UPS adds a minimal fee – from 0.10 to 0.55 euros – to purchase certified carbon offsets for your shipment. Even better news: UPS will match the number of carbon offsets purchased through 2011, up to \$1 million USD.



Find more at [www.ups.com/carbonneutral](http://www.ups.com/carbonneutral).

2

#### CONTRACTUAL PROGRAMME

Show customers your company's concern for the environment by purchasing carbon offsets for all your shipments on a contract basis. Your UPS sales representative can help you get started.

# ANATOMY OF A CARDBOARD BOX

The shipping box: You might not think of it as much more than a collapsible container, but it's the product of more than 100 years of engineering. Today's corrugated box features three layers of cardboard to withstand the hazards of shipping. However, its performance still relies on how it interacts with the contents you put in it.

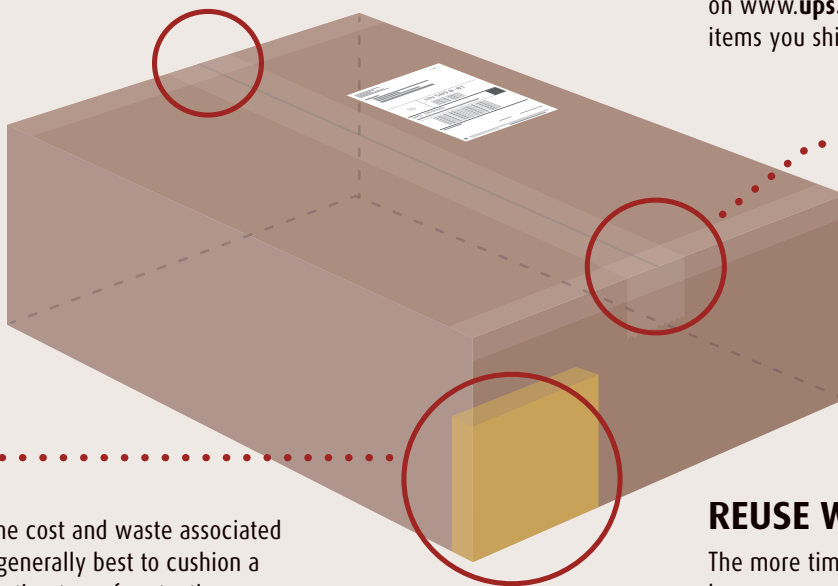
## SHIP SMART

### INSIDE TIP

Don't overlap the box flaps - this just breaks down the cardboard faster.

### KEEP IT COOL

If you use biodegradable packaging materials, don't store them in excessive heat or humidity, which can cause them to break down more quickly.



### MUSCLE MATTERS

To ensure your package provides the right protection, follow the UPS packaging guidelines on [www.ups.com](http://www.ups.com), which will help ensure the items you ship are properly protected.

### SEAL THE BOX PROPERLY

UPS recommends a "six-strip method" applying pressure-sensitive, water-activated or heavy-duty nylon tape on the cross seam and both side seams (top and bottom of the box).

### PACK RIGHT

The right size box reduces the cost and waste associated with packing materials. It's generally best to cushion a product with at least five centimetres of protection on all six sides, be sure there are no empty spaces unfilled. To get specific packing guidelines, use the UPS Packaging Advisor at [www.ups.com](http://www.ups.com).

### REUSE WISELY

The more times a box is used, the less rigid it becomes - and up to 50 percent less protective. If you must reuse a box, make sure it is rigid and in good condition (no punctures, tears, rips, or corner damage, and with all flaps intact).

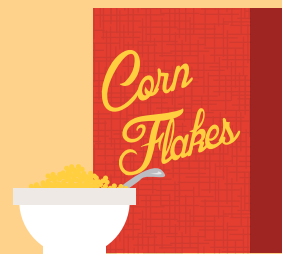
## BOX BITS



Corrugated material - which is made up of three layers of cardboard - was not used as a shipping material until 1871. It was patented in England in 1856 as a liner for tall hats.



Truly fascinated by boxes? Visit The Musée du Cartonnage et de l'Imprimerie (Museum of the Cardboard Box) in Valréas, France, which traces the history of cardboard boxes back to 1840, when it was used by silk manufacturers for transporting silkworm moths and their eggs from Japan to Europe.



You can thank breakfast cereal for the ubiquity of the cardboard box. When the Kellogg brothers in the US invented their Toasted Corn Flakes in the early 1900s, the popularity of the cardboard boxes skyrocketed.

## DIMENSIONAL WEIGHT VS. ACTUAL WEIGHT

Dimensional weight, also known as dim weight, evaluates the height, length and width of a box being shipped, instead of the gross weight. Therefore, larger, lighter packages - which take up more space than their smaller, denser counterparts - are charged differently. Learn more about dim weight at [www.ups.com](http://www.ups.com).



# Overview UPS holidays 2012

## JANUARY

M	T	W	T	F	S	S
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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
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30	31					

## FEBRUARY

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## MARCH

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## APRIL

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30						

## MAY

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## JUNE

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## JULY

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30	31					

## AUGUST

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## SEPTEMBER

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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

## OCTOBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## NOVEMBER

M	T	W	T	F	S	S
			1	2	3	4
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19	20	21	22	23	24	25
26	27	28	29	30		

## DECEMBER

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## JANUARY

- 1 AT BE BG CA CH CN CY CZ DE DK EE ES FI FR GR HR HU IT LT LU LV MT NG NL NO PL PT RO RU SE SI SK TR UA ZA CH IE NG RO RU SI UK US ZA RU UK (Scotland only)
- 2 RU
- 3 RU
- 4 RU
- 5 RU
- 6 AT CY DE ES FI GR HR IT PL RU SE SK RU UA
- 8 RU
- 9 RU
- 22 CN
- 23 CN

## FEBRUARY

- 4 NG
- 5 NG
- 6 NG
- 8 SI
- 10 MT
- 16 LT
- 20 CA
- 21 DE PT
- 23 RU
- 24 EE
- 27 CY GR

## MARCH

- 3 BG
- 8 RU UA
- 11 LT
- 15 HU
- 17 IE
- 19 ES MT UK (N. Ireland only)
- 21 ZA
- 25 CY GR
- 31 MT

## APRIL

- 1 CY NO
- 4 CN
- 5 DK NO
- 6 CA CH DE DK EE ES FI LV MT NG NO PT SE SK UK ZA
- 7 NG
- 8 AT BE CH DE DK EE FI FR HR HU IT LT LU LV NG NL NO PL PT SE SI SK
- 9 AT BE CH CZ DE DK FI FR HR HU IE IT LT LU LV NG NL NO PL SE SI SK UK ZA
- 13 BG CY GR
- 15 BG CY GR RO UA
- 16 BG CY GR RO
- 23 TR
- 25 IT PT
- 27 SI ZA
- 30 NL

## MAY

- 1 AT BE BG CH CN CY CZ DE EE ES FI FR GR HR HU IT LT LU LV MT NG NO PL PT RO RU SE SI SK TR UA ZA SI UA
- 2 PL
- 3 PL
- 4 DK LV
- 6 BG LT
- 7 IE UK
- 8 CZ FR SK
- 9 RU UA
- 17 AT BE CH DE DK FI FR LU NL NO SE TR
- 19 TR
- 21 CA
- 24 BG
- 27 AT BE CH DE DK EE FI FR HU LU NL NO PL SE
- 28 AT BE CH DE DK FR HU LU NL NO US
- 29 NG

## JUNE

- 2 IT
- 3 RO UA
- 4 CY IE RO UK
- 5 UK
- 6 SE
- 7 AT DE HR MT PL PT
- 10 PT
- 12 RU

- 16 ZA
- 22 HR SE
- 23 CN EE FI LU LV SE
- 24 CA EE FI LT LV
- 25 HR SI
- 28 UA
- 29 MT

## JULY

- 1 CA
- 4 US
- 5 CZ SK
- 6 CZ LT
- 12 UK
- 14 FR
- 21 BE

## AUGUST

- 1 CH
- 5 HR
- 6 CA IE UK (Scotland only)
- 9 ZA
- 15 AT BE CY ES FR GR HR IT MT LT LU PL PT RO SI
- 18 TR (half day)
- 19 NG TR
- 20 EE HU NG TR
- 21 TR
- 24 UA
- 27 UK (except Scotland)
- 29 SK
- 30 TR

## SEPTEMBER

- 1 SK
- 3 CA US
- 5 LU
- 6 BG
- 8 MT
- 15 SK
- 21 MT
- 22 BG
- 24 ZA
- 28 CZ
- 30 CN

## OCTOBER

- 1 CN CY NG
- 3 DE
- 5 PT
- 8 CA HR
- 12 ES
- 23 HU
- 24 TR (half day)
- 25 TR
- 26 AT NG TR
- 27 NG TR
- 28 CY CZ GR NG TR
- 29 IE NG TR
- 31 SI

## NOVEMBER

- 1 AT BE DE ES FR HR HU IT LT LU PL PT SI SK
- 3 FI SE
- 4 RU
- 11 BE CA FR PL
- 17 CZ SK
- 18 LV
- 22 US
- 23 US
- 30 UK (Scotland only)

## DECEMBER

- 1 PT RO
- 6 ES FI
- 8 AT ES IT MT PT
- 13 MT
- 16 ZA
- 17 ZA
- 24 BG CA CY CZ DK EE FI LT LV SE SK
- 25 AT BE BG CA CH CY CZ DE DK EE ES FI FR GR HR HU IE IT LT LU LV MT NG NL NO PL PT RO SE SI SK UK US ZA
- 26 AT BG CA CH CY CZ DE DK EE FI GR HR HU IE IT LT LU LV NG NL NO PL RO SE SI SK UK ZA
- 31 CA LV RU SE US



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see your company featured in Compass as a case study, please give us your contact details, account number and a brief description of why you think your company should be profiled in a UPS case study.



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UPS Europe SA/NV | Siège social/Statutaire zetel: Avenue Arianelaan 5, B- 1200 Bruxelles/Brussel, Belgique/België - RPM/RPR (Bruxelles) 0458.890.865 - T.V.A./B.T.W. BE 0458-890-865 - West LB AG Dusseldorf 1 293 414

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