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How speed and visibility help one company top its competition 8
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YOUR Essential SHIPPING SURVIVAL GUIDE
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**3 REASONS ...**

... TO RECOMMEND 
UPS MY CHOICE

With UPS My Choice®, your home delivery customers gain flexibility and control over their shipments. And when your customers know what’s coming, they don’t need to contact your customer service department. By becoming UPS My Choice members, your customers can:

1. **Know the approximate delivery time**, with free e-mail, phone or text alerts the day before a package arrives.

2. **Authorize the release of packages electronically**, so the driver can leave them without a signature.

3. **Have a package held at a UPS facility for pickup (at no charge)**, or delivered to a nearby location of The UPS Store®, rescheduled, or rerouted to a different address for a $5 fee.

**GET STARTED**
To become a member or learn more about UPS My Choice, visit ups.com/mychoice.

**SPECIAL OFFER**

It’s Print Madness season!

The UPS Store® is celebrating NCAA March Madness® with its own event – Print Madness™ – a special promotion for basketball fans and non-fans alike. From March 1 through April 6, you can make color prints for just 25 cents each at participating locations of The UPS Store. Plus, you can enter to win a trip to the 2013 Final Four® in Atlanta.

Beyond packing and shipping services, The UPS Store locations offer professional printing options for presentations, fliers, brochures, business cards, menus and more. Offerings include (though may not be available at all locations):

- Color and black-and-white prints
- Binding
- Lamination
- Finishing
- Folding
- Online printing
- Wide-format printing

Visit The UPS Store Facebook page at facebook.com/theupsstore for full rules and promotion details. To find a convenient location of The UPS Store, visit theupsstore.com.

**SAFETY FIRST**

Going the distance

Accidents may happen – but not for one group of UPS drivers. This year, 1,235 new Circle of Honor members were added, bringing the total to 5,842 UPS drivers who have steered clear of accidents for 25 years or more. Altogether, these elite drivers have logged more than 5 billion miles of safe driving. For a full list of honorees by state, visit compass.ups.com/circleofhonor.

Almost 6,000 UPS drivers have 25 years of safe driving. Ohio’s Ron Sowder has 50.

**1919:** UPS decides to paint its trucks brown. Why brown? For its stately appearance. 

**8 a.m.:** UPS now delivers overnight packages as early as 8 a.m. to more ZIP Codes than any other carrier.

**$325 million:** UPS has invested more than $325 million in staff training, with 54 percent devoted to safety training.

**155:** UPS Worldport®, UPS’s largest distribution hub in Louisville, Ky., features 155 miles of conveyor belts to move packages through the facility.

**1975:** UPS expands beyond the U.S., serving Toronto, Canada.

**25 million:** Number of packages UPS delivers on its peak shipping day, or 300 every second.

**1**

**2**

**3**

**speciAl offer**

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**UPS TICKER**

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155: UPS Worldport®, UPS’s largest distribution hub in Louisville, Ky., features 155 miles of conveyor belts to move packages through the facility.

NCAA®, March Madness®, Final Four® and Print Madness™ are trademarks owned or licensed by the National Collegiate Athletic Association.
Build a safer workforce

Does your business ship flammable chemicals or other potentially hazardous materials? Help keep your workers safe and increase your company’s efficiency with UPS Dangerous Goods Seminars. These seminars teach your employees how to handle and ship hazardous materials properly, and offer the most current information available on safe shipping through the UPS ground and air network.

Training can help your employees understand how to choose the right packaging and complete paperwork properly, avoiding delays and safety risks.

The course is designed for managers who supervise shipping and receiving of dangerous goods, employees who prepare these packages, and safety or environmental inspectors who check these packages for compliance once they’re ready for shipment.

The U.S. Department of Transportation (DOT) requires training every three years, and international shippers need to be trained every two years.

The classes cost $575 for the 49CFR/DOT training (U.S.) and $950 for the 49CFR/IATA version (U.S. and international).

SIGN UP!
To learn more about the UPS hazardous materials/dangerous goods seminars or to register, call the reservation hotline at 1-800-634-5656, or visit upshazmatseminars.com.

[ KEY INDICATOR ]

UPS’s network of 500 aircraft and nearly 1,700 daily flight legs reach more than 700 airports worldwide.

[ FIRST PERSON ]

Nice save

“UPS Paperless® Invoice certainly has made our lives easier. Once we set it up to work with our UPS World Eaze® solution, it became a time-saver. We are saving paper – a must for us – and saving processing time, [as] we don’t have associates pulling three copies of each commercial invoice off the printer and folding them into an envelope to affix to each package.”

— Brett Levine, director of operations at Jurlique, a global skin care company based in Australia
Whether it’s unpredictable weather or an unexpected, out-of-the-blue challenge, businesses need to have backup plans in case of supply chain or technology interruptions. Here are five things to consider.

A labor dispute in China. A snowstorm in Kansas. A fried computer server down the hall. It doesn’t take much to disrupt the flow of goods and information in a supply chain, especially when that chain is long and lean. And you never know when – or where – trouble can strike.

That’s why it’s important to think now about your Plan B. And Plan C. Maybe even a Plan D.

“That’s the key right there: to really think about it. Because every scenario is going to be different, and every business is going to be different,” says Stuart McAvoy, solutions development manager with UPS. “Most businesses don’t even consider, ‘What if I had a computer crash?’ ”

In fact, planning for mishaps and meltdowns is more important than ever, notes Deloitte Enterprise Risk Services Director Damian Walch, as businesses have been forced in recent years to balance “two diametrically opposed trends.” While moving toward single-source suppliers and outsourcing important functions like assembly and production, companies have also been decreasing the amount...
of backup redundancy built into their manufacturing infrastructure.

“In many cases, supply chains were initially developed to take advantage of low-cost manufacturing locations,” says Henk Kammeraat, UPS Europe’s senior director of Customer Solutions. “Recent developments such as enhanced border security, increasing oil prices and higher customer service requirements have de-optimized these networks.”

Redundancy may be out of fashion as a solution, but agility and resilience are in. “The core of this whole discussion is about understanding the maximum acceptable downtime for your business processes, and then developing appropriate business strategies,” Walsh says.

Be prepared to quickly adapt to supply chain emergencies with these tips.

1 **Know thine own chain.** Before you can identify potential weak spots, you must first identify the entire chain. But that’s often easier said than done. You know where your assembly parts come from, but where do those manufacturers get their raw materials? Identify the big players, and then move on, advises Walsh.

“Most companies don’t have the tolerance to invest in something that is not driving revenue,” he says. “It’s really about coming up with creative ways to document that. Get the important supply chain providers in a room for a short period of time and do that quickly, but don’t spend a lot of time and energy on something that isn’t driving real value.”

2 **Zero in on key risk areas.** This is the creative part. What is most likely to go wrong? If a disruption were to occur at any point along the chain, where could it wreak the most havoc?

In UPS’s own operation, for example, conveyor equipment plays a critical role in moving packages. If there’s a power outage, how will the conveyors function? Plan B: backup generators. Plan C: static rollers that can be switched out for the conveyors.

3 **Don’t forget about the invisible commodity: information.** Your company really has three supply chains in operation: physical materials, funds and information. Protecting the flow of information from disruption is just as important as protecting the flow of goods, McAvoy says. “It could be as simple as having a web-based solution instead of a static solution,” he says, or as complex as engaging a data center to manage files. But even the smallest operation must have a backup plan.

“If you’re using our UPS desktop software to ship, what if that PC has a hard-drive crash? Maybe the contingency plan is to have another PC with the UPS software backed up and ready to go,” he says. “Or you can go to ups.com and ship off the Internet.”

The important thing, though, is to plan for that now, before that critical computer malfunctions.

4 **Develop partnerships.** Work with the parties in your supply chain to develop contingency plans together. For example, after Hurricane Katrina, UPS worked with an animal rescue organization to prepare for future natural disasters. One solution: trailers stocked with emergency supplies, kennels, bowls and leashes, ready to be deployed. Another: setting up the agency with UPS Trackpad® technology, which enables workers to keep tabs on displaced animals by scanning a barcode on their collars – and taking their picture – each time they’re moved.

5 **Bring in an expert.** Need some help? “UPS has the skills and expertise to perform a supply chain assessment that evaluates opportunities for improvement,” Kammeraat says. UPS experts can help your company define and establish strategies customized to its specific needs. UPS also offers many scalable solutions to help any business, large or small, maximize its supply chain’s efficiency.

When the unexpected happens, staying operational depends on more than mere luck. Start thinking about your supply chain Plan B today – so that when the going gets tough, your company will be prepared to keep going.

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**Building a flexible supply chain**

Is your supply chain operating at peak efficiency? Is it resilient to interruptions? UPS’s Customer Solutions team specializes in the unexpected. This UPS consulting service can guide your organization toward a more responsive supply chain that supports higher returns on invested capital.

“We use modeling tools that take into account factors such as transportation, labor costs, lease vs. purchased facilities, and location of partners and distribution centers, and we recommend how many sites they should have,” says Jamie Cunningham, manager of the supply chain optimization group. “We also look at the different scenarios that may cause a disruption, and we offer a Plan B.”

Learn more about UPS’s Customer Solutions at ups.com/customersolutions.
Guaranteeing quick, safe turnarounds is more important than ever for electronics companies. Here’s why.

**HIGH TECH, HIGH SPEED**

**IMAGINE GIVING UP YOUR MOBILE PHONE FOR A WEEK.**

Unthinkable, isn’t it? That’s why for companies that repair and replace high-tech products such as smartphones, tablets and point-of-sale terminals, business success hinges on the ability to guarantee a fast, safe turnaround.

Technology has become so integrated into daily life that neither businesses nor consumers can do without it for long. Also, research published in a recent white paper (see below) indicates that 95 percent of customers who have a bad returns experience will take their business elsewhere in the future. That makes a simple, seamless and, above all, speedy returns process a central part of your business strategy.

“Customer experience doesn’t end with the initial sale,” says Carla Huang, director of high-tech corporate marketing for UPS. “We’re aware of how critical customer loyalty is, and we help our customers go above and beyond in enhancing that experience for their own customers by providing reverse logistics solutions that allow them to repair or exchange their products quickly.”

**CLOSING THE REPAIR GAP**

“Reverse logistics” is the blanket term for any process – returns, repairs, exchanges, recalls or recycling – that allows the end product to be shipped back to recapture value or for disposal. Reverse logistics must account not only for the products themselves but also for factors such as return policies and authorization procedures, recall procedures, parts management, repackaging, and the financial aspects of retrieval and liquidation.

**FREE WHITE PAPER**

Learn how reverse logistics can reduce waste, increase profits and improve customer satisfaction at your company. Download a free white paper at compass.ups.com/reverselogisitics.
Ingenico, a French company that provides point-of-sale terminals to process credit card transactions for retailers, including Sears, Walmart, Home Depot and 7-Eleven, relies on UPS to handle all these complexities. UPS manages an average of 125 ground and express shipments for Ingenico each day in the United States. When a retailer’s terminal breaks, Ingenico sends a replacement via UPS with a special return label enclosed. The retailer then returns the broken terminal via UPS Returns® Flexible Access. Using this special returns label allows the retailer to drop the package at any U.S. Postal Service or UPS location. In addition to making returns easier, UPS Returns Flexible Access saves Ingenico money in recovered merchandise.

EXCEEDING CUSTOMER EXPECTATIONS
A full portfolio of solutions to make returns easier for companies as well as their customers doesn’t just mean giving customers the option of receiving preprinted labels, e-mailing or downloading labels, or having labels delivered by their UPS driver.

“UPS can integrate our systems with our customers’ back-end systems. This way, their end customers can bring items to a nearby location of The UPS Store®, have them properly packed, and have visibility from the moment the product is handed over,” Huang explains. “In addition to minimizing losses, it reduces the risk that a customer might receive a new product but not return the old one. More importantly, it makes the process painless for the customer.”

It’s also important to consider services beyond shipping, Huang says. For example, Toshiba has trained UPS-employed technicians to do repair work at a facility near the Louisville, Ky., airport. Broken laptops come off UPS planes for “end of runway” repair services, then go out again on the next available flight.

This attention to customer service is critical to the growth of Complete Tablet Solutions, an authorized Apple service provider in Austin, Texas. With just a handful of employees performing several hundred repairs a month, CTS needs to know how many repairs to expect in any given week to ensure optimal staffing. By using UPS solutions to let customers print out electronic return labels, request packing materials with a preprinted UPS 2nd Day Air® label or drop their repairs at The UPS Store, CTS always knows how many return labels are outstanding and how many MacBooks and iPads are on the way.

“UPS provided custom programming at no charge to integrate our own systems with WorldShip®, which allows us to determine the lowest-cost solution to get the repair back to us in two days,” says CTS operations manager James Bainter.

A broader reverse logistics strategy has helped CTS grow from a company offering drop-in service to the Austin area to one with a statewide presence, Bainter adds. “Now we can advertise that we have next-day repair service anywhere in Texas, including places that might not have a computer repair place at all, never mind an Apple authorized dealer,” he says. “Literally half our business relies on UPS return logistics solutions. Without them, we wouldn’t have a viable business model.”

UPS OFFERS EXTENSIVE OPTIONS FOR REVERSE LOGISTICS OR SERVICE PARTS RETURNS:

- Multiple ways to provide customers with return labels.
- When a more personal approach is needed, choose UPS Returns® Exchange. The UPS driver delivers the replacement item and picks up the returned item on the same visit.
- More than 50,000 dropoff locations, including nearly 40,000 UPS Drop Boxes (most within five miles of any given location) plus The UPS Store® locations, Office Depot and Staples stores, Authorized Shipping Outlets and UPS Customer Centers.
- If you select UPS Returns® Flexible Access, your customers can return items at both UPS and U.S. Postal Service locations – even their own mailboxes. (UPS then picks up the returned packages at the USPS and enters them into the UPS network.)
UPS experts offer practical advice, tips and solutions for your most common shipping questions.

Who has time to learn something new?

You’ve got orders to process and shipments to pack – not to mention customer calls to answer. There’s no time to stop and figure out a new way to do things, right?

It may seem that way. But carving out a few moments now to pick up a new trick for more efficient shipping will pay off again and again in the future.

And don’t worry – we’ve flattened the learning curve by compiling a list of common shipping questions asked of our help desk associates, account executives and in-house experts. Have you ever asked yourself, “Is there an easier way?” You may find the answer here.

SMALL BUSINESS ADVICE

We’re not a huge company, just a mom-and-pop. What can UPS do for us?

UPS services aren’t just for the big guys. Its many technology solutions offer scalable efficiencies for small- and medium-size companies, too. For example, electronic billing through the UPS Billing Center keeps your invoices in one secure place and makes payment fast and easy. Another example: Credit card fraud protection services through UPS Capital® can help a small company grow with less risk.
To learn more about these services, ideas for growing your business, and to see how other small companies have made a go of it, visit ups.com/smallbiz.

**SHIPPING SOLUTIONS**

*How do I know which shipping system is right for my business?*

Perhaps you’ve been shipping at ups.com, but your shipping volume has grown. Or perhaps you’re using a system such as UPS CampusShip® or UPS’s most popular shipping system, WorldShip®, but your business has changed size or direction. The right shipping tool can help you run your business at peak efficiency, saving time and money.

So, which shipping system is right for you? Visit worldship.ups.com for a comparison of the different UPS shipping solutions.

**REVERSE LOGISTICS**

*As my business grows, so do our returns, which is eating up staff time. How can I better manage this process?*

Instead of viewing returns simply as an inevitable cost of growth, it may be helpful to see your returns process as an opportunity to demonstrate your company’s reliability and commitment to providing good service. Take good care of a return, and you’re more likely to win a repeat customer – plus, an efficient returns process can reduce costs. UPS can help you turn returns into a positive experience.

From making return labels available to your customers (online, via e-mail or in the original packaging) to sending a UPS driver to retrieve the package, UPS offers a full range of return options to make things easy on both you and your customer.

Discover the possibilities at ups.com/returns.

**TRACKING**

*I’m drowning in customer e-mails and calls. How can I quickly tell my customers that their shipments are on the way?*

One simple way to dramatically cut down on time-consuming customer calls – and improve your customers’ purchase experience in the process – is to anticipate customers’ needs before they pick up the phone. Reduce those WISMO (“Where is my order?”) calls with UPS’s free ship notification alerts, Quantum View Notify®.

No matter how you process your shipments, you can request UPS to send automatic e-mail or text notifications to customers about important shipment events. Learn more at ups.com/qnotify.

**CUSTOMER EXPERIENCE**

*My customers don’t just want to know when their package will arrive – they want to choose the date of its arrival. How can I give them what they want?*

A new service, UPS My Choice®, gives your residential customers in the United States more control over the delivery of a package. Not only does this cut down on delivery attempts (and the inevitable WISMO calls), but it also improves your customers’ overall purchase experience. And best of all, your customers can sign up for the service and enjoy many of its features for free.

Get details at ups.com/mychoice.

**PACKAGING**

*What’s the right way to package my product?*

The key to effective packaging is to use just enough material to protect the contents without adding unnecessary weight or bulk, which can add to your shipping cost and be environmentally insensitive. Find the sweet spot, and you can make real contributions to your company’s bottom line (and look like a hero) by reducing damage rates or shipping costs – or both.

UPS offers packaging guidelines for just about anything you need to ship, from garden tools to electronics. For online help, go to ups.com/packagingadvisor.

If your company is rolling out a new product line or looking for ways to reduce damages, you could benefit from the services offered by the UPS Package Design and Test Lab. UPS engineers can test the effectiveness of your packaging or design an optimum packaging solution for your product.

See how the lab tests packages in a behind-the-scenes video at compass.ups.com/testlab.

**WIN A $500 APPLE GIFT CARD!**

Have mobile tools been an essential part of managing your shipping challenges? Share your favorite apps and tips at compass.ups.com/mobilestories and be entered to win one of three $500 Apple gift cards. (See contest rules online for details.) We may even feature your advice in a future issue of Compass.

**SCAN IT**
From garage bands to superstars, UPS helps musicians get their hands on Martin guitars.

When Chris Martin’s great-great-great-grandfather started C.F. Martin & Co. in the 1800s, the company shipped its finished guitars by stagecoach, railroad and Pony Express to customers throughout the country. “It wasn’t very reliable. A lot of times the guitars would arrive in splinters,” says Dick Boak, Martin Guitar’s director of museum and archives.

Today, Chris Martin runs the company, and Martin Guitar ships an average of 70 guitars daily via UPS to music stores throughout the United States, as well as to Canada, England and Japan. It needs those guitars to arrive on time, in perfect condition.

“We’ve had a relationship with UPS for a long time, and they are very aware of how delicate a Martin guitar is,” Chris Martin says. “They have done such a wonderful job of that for so many years. It’s really a great relationship.”

UPS understands the intricacies of shipping a delicate musical instrument. When Martin Guitar wanted to reinvent its packaging, the UPS Package Lab helped design a box that could protect each guitar, accommodate guitars of different sizes, keep shipping costs down and eliminate plastic.

The final boxes, 100 percent recyclable, passed the Package Lab’s vibration and drop tests. “We’ve used that box [type] 30- or 40,000 times over the years,” says Nick Colesanti,

C.F. MARTIN & CO.
A sixth-generation family-owned guitar manufacturer.

Founded: 1833
Based: Nazareth, Pa.
Employees: 500
Website: martinguitar.com
director of supply chain management at Martin Guitar. And compared with the previous packaging, damages are down 39 percent.

BREAKING THROUGH BOTTLENECKS

UPS also helps Martin Guitar ship out the guitars as soon as they are finished. In the company’s old system, employees had to walk around the warehouse to match labels to instruments for shipment. There was the potential for error, with the system creating a bottleneck. Often, employees from other areas were called in to help with fulfillment.

When a shrink-wrap machine that was adding to the bottlenecks was ready for retirement, Martin Guitar’s team partnered with UPS to re-evaluate the entire shipping process. A first step: “We integrated our computer data with WorldShip®. Now we have five packing stations and the label comes out as each guitar is packed,” says Kathy Hartzell, logistics manager at Martin Guitar. The process is faster. Hartzell estimates that her team saves 40 hours each month with the integrated system.

And, by printing the label when the guitar gets through the packing process, there’s less room for human error. In fact, Hartzell says a full integration of WorldShip has effectively eliminated incorrectly labeled guitars from being shipped.

GEARING UP

UPS also helps Martin Guitar streamline its front-end process. Some parts for the guitars arrive via UPS from international suppliers in Canada, Taiwan and Germany.

With Quantum View® Manage, Martin Guitar knows which materials will arrive when, so the company can staff appropriately.

“In a manufacturing environment, very early in the morning a couple hundred people show up ready to make guitars. We need to make sure that we have the materials available for them to get working. Logistics is an integral part of dovetailing the schedule and the craftsman with the raw materials,” Martin says. “It takes more than wood and glue and finish and strings to make a guitar – it takes logistics.”

With WorldShip®, you can use your company’s existing data to create shipping labels and other forms. Whether you ship from one location or offices worldwide, just install WorldShip for free on the desktops you choose. WorldShip can be integrated with your existing systems to fill address fields and forms.

1. Select the distribution option that best meets your needs: air, ground, international, less-than-truckload freight or air freight.

2. If you choose, UPS will send automatic delivery status e-mail alerts to employees and customers, so everyone knows where shipments are.

3. For international shipments, complete and submit key export documents such as the commercial invoice and the NAFTA Certificate of Origin (for Canada and Mexico) electronically.

To see how WorldShip can help streamline your shipping, go to worldship.ups.com.
[CASE STUDY]

Business is BLOOMING

For White Flower Farm, everything’s coming up roses – with a little help from UPS.

A few of White Flower Farm’s customers are lucky enough to visit the northwestern Connecticut farm store in person. There, they can pick out annuals in show-stopping purples and pinks, drool over the dahlia and begonia blooms, and seek inspiration for their own yards among the acres of display gardens and border plantings.

Now that it’s springtime, people across the United States are planting everything from coneflowers to peonies, and turning to White Flower Farm’s catalog and website. The farm relies on UPS to make sure those delicate shipments arrive on time and in top condition.

“We’ve worked with UPS for almost 31 years, and other than three or four years, the company has been our carrier,” says Lorraine Calder, president of White Flower Farm. “When we’ve tried to switch carriers based on price, service or claims, we’ve been disappointed and we’ve always come back. UPS has the best service – bar none – for what our business does.”

White Flower Farm counts on UPS not only to handle the flowers and plants with care but also to help manage the company’s year-to-year growth and seasonal business needs.

PEAKS AND VALLEYS

White Flower Farm sends out thousands of shipments annually, and its business fluctuates with the seasons. Along with the holidays, business picks up in the spring and early summer, when customers’ enthusiasm

1. [ Image 256x405 to 626x816]
2. [8] COMPASS
3. [SPRING 2012]
4. [CASE STUDY]
5. [Image 256x405 to 626x816]
6. [Website: whiteflowerfarm.com]
for gardening blooms along with the crocuses and daffodils. And in fall, sales of bulbs skyrocket as people anticipate the upcoming growing season.

“UPS accommodates our very seasonal business,” says Calder. “They are willing to go from zero to 120 [miles per hour] and back to zero again with us,” Calder says.

To manage the influx of gift certificate orders for the holidays and growing seasons, White Flower Farm has begun using UPS Mail Innovations® to get those certificates to their customers quickly, reliably and inexpensively.

White Flower Farm also saves time by having one UPS driver pick up the ground, air and international shipments. Interacting with one driver may save just a few minutes daily, but those minutes add up to an estimated savings of $1,200 annually.

**GROWING PARTNERS**

Many of White Flower Farm’s orders ship from its Connecticut headquarters, and they also partner with farmers nationwide who specialize in products not typically grown in New England.

“We have a great fresh fruit line and plants from greenhouses in Florida and California,” Calder says. “UPS gives us the tools to work with those drop shippers.” The shippers can use WorldShip® using White Flower Farm’s account numbers for their shipments.

With UPS electronic billing, Nancy Roman, White Flower Farm’s controller, can easily analyze the charges. “E-billing gives me control over what drop shippers are doing,” she says. Roman can check to make sure their shipping costs are allocated properly.

UPS sales manager Paul DiMauro estimates that using electronic billing saves White Flower Farm $6,720 annually in man-hours compared with reconciling a paper bill.

“Even in the busy season when we have thousands of packages, [meaning] over 20,000 lines, I can see everything quickly by shipper number or by ground vs. air,” says Roman. “I have a two-page bill to pay. I can’t imagine doing it any other way.”

---

**Mailings made easy**

**SAVE MONEY WITH UPS MAIL INNOVATIONS**

With UPS Mail Innovations®, UPS partners with the U.S. Postal Service (USPS) to deliver business mailings, reducing costs while keeping transit times comparable to First Class mail. UPS Mail Innovations offers:

- **Flexible and multiple pickups** that meet your business needs and allow you to send large volumes of flat mail and lightweight parcels.
- **Reliable transportation** with UPS processing, sorting and preparing the shipments for final-mile delivery to the USPS facility closest to the customer.
- **One-stop processing** where UPS weighs shipments, verifies addresses and assigns tracking numbers.
- **Speed and accuracy** with shipments moving into the USPS system within 24 to 48 hours.
- **Tracking on ups.com** allows you to monitor UPS Mail Innovations shipments just like you do small packages.

To learn how UPS Mail Innovations can streamline your business mailings, visit upsmailinnovations.com.
One law firm saves more than four hours a day thanks to integrated solutions from UPS.

When jurors award millions of dollars in headline-grabbing legal cases related to health problems caused by a prescription drug or medical device, it doesn’t simply affect one person. These cases can have hundreds, or even thousands, of plaintiffs, and each of them needs to receive and return a packet of information and forms before attorneys can represent them.

Seeger Weiss LLP specializes in these and other kinds of complex mass tort and class-action lawsuits. The firm must get as many as 100 shipments a day out to prospective clients and back as soon as possible. With help from UPS, Seeger Weiss has streamlined this process, which begins when individuals contact Seeger Weiss seeking representation. If the case appears valid, Seeger Weiss ships documents via UPS Next Day Air®.

Getting documents to prospective and retained clients is key. With court deadlines looming, losing time can mean losing opportunities or missing due dates for complying with court-ordered discovery.

ADDITIONAL PICKUPS
UPS added an additional 9 p.m. weekday pickup at the law firm so that packets can go out as soon as they’re ready instead of waiting until the next day. This matters because clients and potential clients often speak with a Seeger Weiss attorney or paralegal late in the day or after work hours. Using Next Day Air
means they get their packet when the
phone conversation is still fresh in
their memory. Using express options is
important because all documents are
time-sensitive and must arrive on time
every time. “UPS has been incredibly
reliable,” says Patricia Isaacson, firm
administrator.

**AUTOMATED ADDRESSES
AND EASIER TRACKING**

In the past, Seeger Weiss paralegals
manually typed in addresses each time
they shipped a package. Now, with
WorldShip®, the shipping information
is linked to the company’s database
via LAN, so paralegals can print labels
with a single mouse click. This step
saves three to four hours a day. It
also prevents errors by correcting city
names to match ZIP Codes if there is
a discrepancy.

“It used to take me 10 minutes to
do each Next Day Air envelope. Now
it takes 10 minutes to do 25 packets,”
says paralegal Maria Petrone. Isaacson
estimates that Seeger Weiss saves 15 to
20 hours of overtime every week.

After the shipments go out, Seeger
Weiss staffers must ensure the ship-
ments were received and that the
paperwork is completed and returned.
This used to be a time-consuming
process. A paralegal had to type in a
tracking number to identify the ship-
ment, then call the prospective client
to see if the paperwork had arrived.

Seeger Weiss now uses Quantum
View®: “It used to take five or 10 min-
utes to look up and track each packet,”
paralegal Carlos Rivera says. “Now I
don’t have to track them. I get the alerts
in my e-mail.”

Quantum View shows what has
been received and what’s on its way
back. With a simple search, a para-
legal can check on the status of all the
shipments tied to a specific case. “We
can see that we’ve sent 459 shipments,
430 have been accepted and 230 are
already en route back,” Isaacson says.
“We can project what help we’ll need.”

Another improvement made was
putting the Seeger Weiss name on the
express envelopes through the UPS
customized envelope program. The
recognized branding increases the like-
lihood that clients and potential clients
will open the package immediately.

“Through all of UPS’s improve-
ments, we’re clearly getting more and
quicker returns,” Isaacson says. “The
time until we’re able to file is shortened
by a couple of weeks. What we’ve been
able to improve upon with UPS’s help
is amazing.”

**Challenge**

Manually inputting address
information and printing labels
for up to 100 packets daily was
time-consuming and inefficient
for Seeger Weiss LLP.

**Solution**

By automating the labeling
process with WorldShip®, Seeger
Weiss staffers can save three
to four hours per day, trimming
overtime costs.

*The power of automation*

**GIVE YOUR SHIPPING
PROCESS A BOOST IN
FOUR STEPS**

With WorldShip®, you can streamline shipping. Using your own customer data
to generate shipping labels and other forms, WorldShip eliminates the need to
input information manually. You can even send out e-mail notifications with
Quantum View Notify®.

1. Determine the best shipping solution for your desired level of integration.
   If WorldShip® is right for you, it can be integrated with your existing systems
to fill address fields and forms, saving time and minimizing errors.

2. Choose among the full range of UPS options, from overnight document
   shipping to air and ground freight movements.

3. Enable automatic e-mail alerts to employees and customers to monitor
delivery status, so everyone knows where shipments are.

4. Use reference numbers to allocate charges in ways that work best for
   you and your customer.
It’s about TIME

Shipping speed consistency and visibility help Epec top the competition.

Your cellphone may contain a printed circuit designed and built to order by Epec Engineered Technologies. So could the microwave you use to make popcorn, the car you drive or the garage door opener you click.

In fact, Epec designs and manufactures customized circuit boards, membrane switches and related products for nearly every sector of the electronics industry. And just like the speed required of Epec’s electronic components, speed to market is critical for keeping the company competitive.

“A single day can determine whether we win business,” says Kendall Paradise, Epec’s president. Thanks to UPS’s express services such as UPS Worldwide Express®, Epec beats a lot of its competition in this area. Components sent from Asian suppliers on Friday reach Epec’s warehouse in the United States the following Monday, and Epec is able to get those orders out to its customers the next day.

In 2010, the company grew revenue by 45 percent, largely because of its ability to move parts swiftly through its supply chain. “Getting products as soon as possible from our suppliers and to our customers is a key factor in our growth,” Paradise says.

TIMING AND VISIBILITY
Not only do UPS’s express services help get product to market faster, but
the predictability of these services also helps Epec manage workload and staffing needs. UPS Worldwide Express delivers high-priority shipments by 10:30 Monday morning, while UPS Worldwide Saver® packages arrive at Epec at 3:30 p.m.

“The exactness and division by priority allows us to stage our day so we don’t have to handle 350 packages at once,” Paradise says. “You can set your watch by UPS service, which makes staffing much easier.”

That’s critical to Epec. “We don’t want things to sit in inventory,” Paradise says. “If a product comes in today, it’s going out today or tomorrow or at least within the week. To make that happen, we need to plan and staff accordingly.”

BIG SAVINGS

UPS also has helped Epec save money by consolidating shipments from its Asian suppliers. The UPS team in China worked closely with Epec’s Shenzhen operation to arrange multiple daily pickup times at 15 different production facilities in China, Taiwan and Thailand. That helps consolidate air shipments that exceed 150 pounds to achieve rate breaks and manage deliveries. “Instead of 35 separate shipments, we might have only one now,” Paradise says. “That’s allowed us to save at least 15 percent on shipping.”

Epec and UPS meet regularly to look for ways to fine-tune the process. “Epec is three to five days faster to market than their competitors as a result,” says Maurice Mitchell, UPS account manager. “Our time in transit, reliability and visibility tools have made a huge difference.”

“One of the exciting things about UPS is that as large as it is, they are continuing to add new products, services and supply chain solutions,” Paradise says.

“Being able to have all those different services available to us, and call one or two people when you need any of them, is a huge competitive advantage for us,” she adds.

The speed you need – internationally

UPS OFFERS THREE DELIVERY TIMES FOR EXPRESS INTERNATIONAL SHIPMENTS

**Early Morning:** UPS Worldwide Express Plus® guarantees overnight delivery by 8:30 a.m. to major cities in Canada, or by 9 a.m. to major cities in more than 25 major trading nations on the second or third business day, depending on destination. Import service into the United States as early as 8 a.m. is available from 185 countries.

**Morning:** UPS Worldwide Express® guarantees delivery by 10:30 a.m. or noon, depending on the destination, to more than 65 countries and territories. Transit times vary by destination, including overnight to Canada and two to three days to Latin America, Europe and Asia. Import service into the United States also arrives by 10:30 a.m. or noon.

**Daily:** UPS Worldwide Saver® provides express one- to three-day service, depending on destination, to more than 215 countries and territories. Deliveries are guaranteed by end of day, including imports to the United States.

**Challenge**

Epec’s customers need top-quality electronic product components as soon as possible in order to deliver their own products to market quickly. In the high-tech world, a single day can determine whether Epec wins the business.

**Solution**

UPS helps Epec reduce delivery time from Asian suppliers by one to five days without adding to cost. Among the payoffs of quick speed to market: 45 percent revenue growth for Epec in 2010.
LOGISTICS OF SUSTAINABILITY

Sustainability is what we deliver every day at UPS. It’s a commitment to our customers and our employees. It’s the responsibility we have to the communities we live in, as well as to the planet we live on. At UPS, sustainability is an integral part of the company’s business strategy, and it is at the center of all we do.

Each average business day, UPS delivers packages to more than 220 countries and territories.

Integrating technological, mechanical, and human factors makes package delivery more fuel- and emissions-efficient.

3.3% Less gallons of fuel per package (2010 vs. 2009)

Our global workforce, approximately 400,600 employees, received more than US$26.3 billion in wages and benefits in 2010.

UPS carbon neutral is available in 36 countries.

$97.1 million
Total charitable contributions in 2010 equaled US$97.1 million.

54%
UPS invested more than US$325 million in training, with 54% devoted to safety training.

The UPS Foundation giving increased to US$46.5 million, benefiting nearly 3,000 nonprofit organizations.

Collectively, the 5,842 drivers in the Circle of Honor have logged more than 150,000 years of safe driving.

5,842
Nonprofit organizations around the world received more than 1.2 million hours of volunteer time from UPS employees.

For more, visit sustainability.ups.com.

SOURCE: UPS Corporate Sustainability Report
Not all UPS delivery routes are easy to navigate. For some locations, it takes a little more creativity.

The last leg of the delivery cycle seems like a straightforward undertaking. Load the Brown truck, follow the prescribed route, deliver and pick up packages at about 100 stops in a timely manner and call it a day. Simple, right? That’s certainly the case for most UPS drivers, who have the process down to a science. But sometimes, geography requires a different plan.

Take Mackinac Island in Michigan, for example. Situated on Lake Huron, this summer vacation spot is accessible by boat and air only. Oh, one more thing: Cars and trucks aren’t allowed on the island, either. So, with no bridge to cross and no trucks permitted, just how does UPS make, on average, 350 to 400 package deliveries daily on the island during the peak tourist season? “By ferry, horse and wagon,” says Christopher Yohn, a communications manager in UPS’s Great Lakes District. “We have to adjust.”

Then, of course, there are those notorious Michigan winters that throw a curveball, too. By then, tourists are long gone; the lake they once flocked to has frozen over. “We have to use a plane to get in and do a consolidated delivery when that happens,” Yohn says.

**DUCK IN THE ALLEY**

In the German cities of Cologne, Hamburg, Bremen and Hannover, tight streets and pedestrian zones make it tough for motorized vehicles to operate downtown. So UPS uses bicycles fitted with front-end storage boxes to get the job done, eliminating the need to find parking. And in the Italian city centers of Milan, Turin, Genoa and Catanzaro, UPS utilizes “Free DUCks,” environmentally friendly, lightweight motor vehicles made by Ducati Energia. These small hybrids (see photo below) are perfect for narrow streets and alleys.

In North Carolina’s Outer Banks, Grant Macdonald must catch a ferry to make his deliveries to Ocracoke Island, where notorious buccaneer Blackbeard fought his last battle and died. The 45-minute ride through the crannies of once-hostile pirate territory offers breathtaking views of coves and inlets – perfect for hiding treasure.

But with a bounty of 125 packages to deliver, Macdonald doesn’t have much time for sightseeing. “He once had to drive three miles along the beach,” says Peter Coughtrey, UPS center manager, reflecting on one creative trick to get the job done. “A bridge was closed for two months for repairs, so UPS rented a four-wheel-drive vehicle that Macdonald used on the beach.”

And patrons have shown their appreciation. Locals even dedicated a Facebook “fan” page to Macdonald.

Adapting transportation options to meet environmental constraints is something UPS drivers in Europe and Asia are familiar with, too. In Venice, they use barges through the network of canals. In Bangkok, small motorboats are sometimes required to crisscross the traffic-clogged Thai capital. Regardless of natural or man-made obstacles, UPS adapts to get the job done.

**LIVE IN A HARD-TO-REACH PLACE?**

Does your out-of-the-way locale make it hard to receive deliveries? Maybe somewhere that’s not easily accessible in winter or when the tide is in? If so, share your story at compass.ups.com. Select “Tell My Story.”
Q: What holidays will UPS take in 2012?
A: In addition to New Year’s Day (or Jan. 2 this year), UPS does not pick up or deliver on:
- May 28: Memorial Day
- July 4: Independence Day
- Sept. 3: Labor Day
- Nov. 22: Thanksgiving
- Dec. 25: Christmas

UPS picks up and delivers only air and international packages on:
- Nov. 23: Day after Thanksgiving
- Dec. 31: New Year’s Eve

Q: I have to ship something, but I’m out of town. Can I e-mail a label to someone to handle the shipping?
A: No problem. To e-mail a shipping label, first create the shipping label to print. Then, on the screen, select the image of the label, right click and select “Save Picture As ….” Save the image as a bitmap (.bmp) file on your desktop. Finally, attach the file to your e-mail to the shipper.

Q: Our business currently ships on ups.com, but I’ve heard about WorldShip®. Which is better?
A: That all depends on your needs. WorldShip is designed for daily pickup customers with a high shipping volume. Visit worldship.ups.com to compare UPS shipping solutions and choose the one best for your business.

Q: I need answers? Submit your shipping questions on compass.ups.com. Every submission receives a personal response.

READ
- E-tail giant Zappos shares six tips for small businesses, including how to make shipping an essential component of great customer service: compass.ups.com/zappos.
- You won’t believe what Columbia Sportswear does with its used boxes: compass.ups.com/boxes.
- UPS unveils its small business shipping guide: compass.ups.com/shippingguide.

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