



## Western Logistics introduces Canada-wide zone rates for LTL, and incentive rates for volume shipments



“We have studied our rate structure intensely over the past six months, and have modified tariff construction into a new format that is more refined and much easier to use,” announced Mary Waring, President. “We’re rejigging our rates, with more defined LTL brackets for small shipments, and then presenting incentive volume rates starting as low as 16 feet of trailer, in 2-foot increments, which will attract more volume head-load business to Western Logistics.”

This approach results in volume shipments being charged at precisely the amount of trailer space used, instead of confusing bracket rates for large head-loads or full loads, as before. The adoption of zones from coast-to-coast in Canada also makes rate determination much easier regardless of destination point, large or small. A new Canada-wide zone map is under preparation and will be released with the new tariff formats, effective April 1, 2011.

“We’ll still use the break-point principle to provide the customer lower rates by increasing cube” added Bob Hartin, CEO. “For example, if you ship 800 cubic feet to a certain point, we will compare the bracket rate for 500-1000 cubes to the lineal-foot rate for 16’ feet of trailer, and will use the lower charge if the 16’ volume rate is lower, which is often the case. We can always backfill a client head-load of any size quickly and efficiently to produce the lower cost for the head-load shipper.”

Our new rate structure now combines our natural advantage of being both an LTL and truckload carrier. The future of office furniture transportation just got brighter in Canada!

## Did you know?

That Western Logistics is preparing to phase in the industry-leading TMW "Truckmate" System over the next year? The phase-in will be slow and careful to retain the high document quality customers have come to expect via advance Arrival Notices from our Filemaker database. Once in place, "Truckmate" will give us "industrial-strength" EDI technology to better manage our future growth. The system we use now is straining as we approach the level of 1000 shipments per day! "Truckmate" will also allow us to offer full EDI interface capability, as well as on-line instant rate quotations, internal auto-rating for speed and accuracy of break-points, as well as electronic billing and payment systems for client convenience while we concentrate on doing the physical work of transporting furniture that we enjoy. Did we forget to say that "real-time" POD's will come into this picture as well?



*We're getting ready to join the 21st Century!*

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Please check [westernlogistics.com](http://westernlogistics.com)  
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**Western  
Logistics**

*the unCommon Carrier*

## Introducing... Kelly Gaine



Western Logistics is pleased to introduce our new Corporate Comptroller, who brings to our corporate office intelligence and great accounting and technology credentials, as well as a sense of fun and innovation. Kelly came to us from large fishing operation, but has also worked for a leading wood manufacturing company and had a long stint in Ocean Transportation, so is well equipped to deal with the zany idiosyncrasies of transportation! Kelly also is a committed volunteer in the community through her children's school and activities as well her professional organization.



**Western  
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**Kelly Gaine**  
Corporate Comptroller