



## The real cost of reliable and efficient transport

Freight costs, to some, may appear to be expensive. What am I getting for my money is the usual question. On the other hand, when seemingly attractive freight rates are offered it is easy to overlook the real cost.

The things to consider are the hidden costs associated with incidents such as late deliveries and breakages, not to mention insurance claims, administration costs and loss of business both present and future. And the worry!

Consider this:

### HOW MUCH DOES A CALL QUERYING A CONSIGNMENT COST YOU, THE SENDER?

- A) Call made by clerk or storeman  
40 minutes @ \$21 per hour \$14
- B) Call made by manager  
40 minutes @ \$50 per hour \$33

**Your real transport costs =  
freight charge + losses**

**+ damages  
+ insurance  
+ administration  
+ lost orders  
+ lost opportunity**

---

**It really adds up!**



INVESTOR IN PEOPLE

**RITEway**  
**express**