

# GLOBAL NAVIGATOR

Summer 2017

## Airline safety, chemicals and a looming science exam in the Seychelles

When a UK based exporter of learning resources and educational products for a science exam was caught between the airline and the chemical supplier, it had only days to resolve the issue before the exam date set.



For a better understanding of what constitutes a 'dangerous cargo' visit the full article at [www.spatialglobal.com/dangerous-goods](http://www.spatialglobal.com/dangerous-goods)

### What is classified as dangerous goods?

Dangerous goods surround us every day and everywhere however, the regulations place the responsibility for correct classification of dangerous goods on the shipper. This means you must ensure your shipments are fully compliant. Did you know that food flavouring, ping pong balls and electronic equipment can be classed as dangerous goods?

### How can you export them?

The usual advice "refer to the Material Safety Data Sheet from the manufacturer" but this might not help you determine if the product can indeed be forwarded as regular cargo, because it may not be obvious. For example did you know many household items like aerosols, batteries, or anything containing lithium batteries – like phones or laptops are dangerous goods?

### Exam dates looming – Spatial Global were recommended

The Seychelles National Science Exam was scheduled for a few days time and the sample packs of chemicals were needed for the practical examination. However, because they were classified under UN rules as Dangerous Goods' and packed incorrectly by the clients supplier – they were rejected by the airline for carriage. Once Spatial Global's export team were fully briefed, they were able to segregate the chemicals correctly for compatibility. The Exam materials were correctly repacked, labeled and the goods were shipped over a weekend to ensure that the national exam could take place as scheduled. Spatial Global saved the day.

## Self-publishing and don't want to use Amazon?

Crowdfunding is probably the most effective way for a self-published author, tight on funds, to produce a physical publication. Crowdfunding for self-published authors has many advantages – and typically one big headache!

### Crowdfunding platforms connect authors with readers

Crowdfunding is the term usually applied to a project which uses the power of the crowd to fund its design and production. It's a great way of raising funds because individuals research what you are writing about and are invited to pledge a fee, typically in return for a first edition of the book. Authors, publishers and literary journals are all finding new ways of connecting directly to their readers – and their wallets. If you are thinking about using Crowdfunding to help fund the creation of your publication, then here are the typical steps. First you must 'pitch' your idea, if successful Crowdfunding gives you 'cashflow' on the go.

### Now here's the headache!

Once it's published you'll need to send a copy to everyone that's helped along the way. However, sending a printed publication through the mail can be expensive and if it's not packaged right, the book can easily get damaged.



Visit [www.spatialglobal.com/self-publishing](http://www.spatialglobal.com/self-publishing) to read the 3 Steps to helping you get rid of the headache of book distribution cost efficiently.

# New polywrapping line adds to mailing solutions

Spatial Global has invested in a new polywrapping line which means you can now have polywrapped or polyenveloped mailings.



## One goal – mail solutions designed to make things easy for you

If you are like many of our clients, mailing is not where your focus is, it's simply a requirement to complete a task within a series of your ongoing workload. Which is why over the past 12 months we've worked hard to re-engineer our facilities to give you maximum flexibility.

## EASY means giving you the best combination of flexibility and price

Whether it's UK, worldwide or both, Spatial Global's mail solutions range from packing and posting expensive books, catalogues and magazines to labelling and sending invitations and targeted mailshots.

- Shorter run and/or less complicated mailings are delivered quicker
- Longer run and/or more complex mailing solutions are delivered more efficiently
- It means you get more options and much more cost efficient solutions per mailing piece

Whether you want inkjet addressing, carrier sheet printing or multiple items per pack inserting specific to delivery postcodes.

You get the easiest, most cost-effective way to send your publishing and business mail to its intended audience.

## Keeping postage costs minimised

Access to the full UK & International postal markets, means we can ensure selection of the most cost-effective and reliable postal services specific to your needs. This often means we'll pre-sort and split your mail to use the best combination of delivery mechanisms to give you maximum value.

Giving you a choice of priority and standard service levels for any option you choose – so you decide how quickly you want your mail to reach its destination.

# B2C ecommerce sales in the UK grew by almost 16% in 2016

The UK has one of the strongest ecommerce economies, especially in relation to other European countries. How UK based online retailers look at consumer behaviour, trends and delivery expectations will be key in realising their growth potential in 2017 and beyond.



## The ecommerce impact on global retail markets

Online retail sales reached \$1.74 trillion globally last year, and it's been growing at roughly 20% per year over the last three years. That's in stark contrast to store sales, which have grown on average 3% per year.

## If you limit your fulfilment to the UK, you've seriously capped your potential

As cross-border ecommerce continues to grow and more of the world's population become digital buyers, retailers need to become better equipped to facilitate cross border fulfilment.

## If you need a partner who understands ecommerce fulfilment – without restrictions

Spatial Global can help you import, consolidate, distribute, pick-pack and dispatch (anywhere in the world). We can take care of all the headache areas of managing your stock, handling returns and leave you to focus on increasing online sales.

# Manufacturer wins lucrative Nigerian contract

Market challenges of 'one-off project cargo' to Nigeria for 'first time' exporter.



## Nigeria offers UK businesses many export opportunities across multiple sectors

Nigeria also poses some daunting challenges from non-transparent economic decision making, especially in government procurement to clearance of goods at ports.

## If you had a demanding customer in Nigeria, what would you do to ensure you get paid?

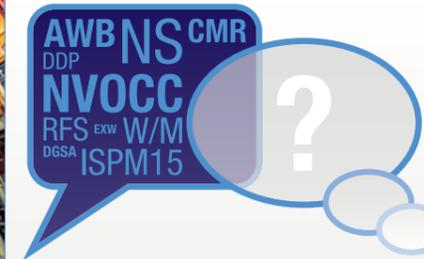
The customer in Nigeria was very specific in their demands for shipment dates. Given the notorious challenges when dealing with Nigeria port authorities, this was an obvious concern for the client. Payment wouldn't be effected until the goods were delivered, so understanding how this process could be facilitated was the key to completing the order.

## Correcting the Letter of Credit was key

Spatial Global provided the exporter with a total overview of the 'Letter of Credit' (LC) process. The LC serves as a guarantee for payments made to a specified person under specified conditions. Spatial Global advised on bank expiry and presentation dates to tie in with actual vessel departure dates. This was due to the very specific window being requested by the consignee which conflicted with the content of the LC. Spatial Global's primary intention was to protect the shippers exposure to potential late presentation and none payment due to the consignees requests.

# Does your freight forwarder speak English or Acronym?

Have you ever been left confused and bamboozled trying to understand the language used by freight forwarders or logistics companies?



## Does coded jargon make it difficult for you?

The freight and logistics industry, like most specialisms, is full of coded jargon that make it difficult to get a complete understanding on what's needed, what's important and what's not. Looking at the vast number of codes and acronyms it would appear you need Alan Turing and an Enigma Machine to decode everything and turn text into everyday language.

## Speaking your language not jargon

It is true that when Freight and Logistics businesses communicate with each other lots of acronyms are used, Spatial Global make an effort not to unload the same language onto customers in an attempt to make the process as simple and easy as possible. Rather than spend timing working everything out, it's easier to talk in everyday language to be clear on what you really need. However, you may need to look up something to get a better understanding, so here is a quick index for everything from units of measure to pricing structures and modes of travel.

## Online Jargon Buster

We've gathered some of the most common ones used to help you navigate these terms. Google 'Does your freight forwarder speak English or Acronym?' to see our online jargon buster. [www.spatialglobal.com/freight-jargon-buster](http://www.spatialglobal.com/freight-jargon-buster)

# Ecommerce sales fuel cross-border trading boom

As billions of online shoppers surf the web each day for the best deals, cross-border ecommerce sales are driving innovative solutions to overcome the challenges posed by serving a diverse audience with varying consumer expectations.



## UK N°2 overseas online shopping destination

The UK is the second most popular overseas online shopping destination according to PayPal online retailers and could boost sales by 10-15% by extending their offer to international customers.

## Consumers are empowered with delivery options

Consumers were now being given a wide range of shipping choices, when buying large heavy and expensive goods overseas, the consumer can opt for sea freight at a lower cost and longer delivery timescale. Where as fast moving consumer goods, like fashion garments, can be ordered from the far east and delivered by air in a couple of days. Around 20% of global air cargo volumes are changing to ecommerce which gives an indication of how quickly this trend is impacting on the sector.

## Spatial Global – helping you reach a wider audience

Spatial Global have a network of carriers operating across both international freight and mail. This means we can offer a fully integrated, fully tracked, first-to-last-mile delivery solution for both the UK and overseas markets. For more information on this growing opportunity visit the full article online.

## Hand delivered by Spatial Global



## Football Programmes for the UEFA Women's EURO 2017 Finals are being printed in the UK and distributed to the Netherlands by Spatial Global courier.

### Come on you Lionesses!

When the UK printer was awarded the contract to produce the programmes for this prestigious sporting event, their next call was to Spatial Global – their mail fulfilment partner. The initial games are easy to manage as the teams and venues are all pre-planned. So the costings and timescales can be booked in advance.

"It's a real honour to be involved in this prestigious event, and I believe a mark of trust that our client selected us as their partner for such a high profile contract."

Mike Wallis, CEO Spatial Global

### Who'll make it to the knock-out stages?

For the first time the final tournament will involve 16 teams in the group stages, reducing to eight for the quarter-finals, four for the finals and finally two teams in the final. Which means all of the programmes for these games will be printed, dispatched and delivered in a matter of days.

## Ecommerce fulfillment minimises the cost of shipping fresh air!

**As a premium product – the sports luggage needed to arrive in perfect condition. This meant the bags could not be folded to reduce their volume (and shipping costs). What's more they needed to arrive in perfect shape, which meant having them packed with giant polythene air pockets.**

**Delivery costs would impact on sales, being competitive was essential**

The shipping costs would need to be competitive to avoid a negative impact on ecommerce sales. Spatial Global accepted the challenge

of delivering a complete ecommerce fulfilment proposition which included: Warehousing; Picking & Packing; Distribution to individual buyers across the world.

### The solution meets every requirement

Partly due to Spatial Global's unique combined proposition of freight forwarding, international mail and ecommerce fulfilment – and partly due to the dogged nature of the Spatial Global team, determined to arrive at a commercial solution – ecommerce sales are up and the clients brand is growing in reputation.



