
MEDIA RELEASE

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CubiCal takes sting out of 'dim.wt' charges

Measuring by volume (dimensional weight or dim.wt) is fast becoming the mandatory method for charging for the carriage of goods.

While welcomed by carriers as a major new dimension in profits, the rapid move to dim.wt has caught many shippers unprepared.

A parcel they may weigh at 10 lbs is later "dimmed" and charged as 15lbs, resulting in arguments and delays in the billing, account payment and reconciliation process.

Shippers can take control of this process with Cubical, the only certified portable dim.wt calculator in North America.

CubiCal can be used as a stand-alone measuring device or directly integrated with weigh scales and shipping systems.

Standard software is available to relay CubiCal's data to manifest systems or to an accounting system. This enables certified proof of dim.wt to accompany parcel documentation and provides an audit trail that can reduce queries.

The innovative, hand-held electronic measuring device is easy to use and offers an alternative to large and expensive fixed measuring systems. Operators simply run the reader over the height, width and depth of the box and it immediately prints the information on a bar-code label or sends the data to the shipping system.

Shippers without dim.wt devices are hamstrung by their inability to correctly anticipate freight charges. This process is made especially difficult when the shipper seeks to recover additional transport costs from his customer.

Freight companies like UPS, DHL and Fedex are among the growing number of companies around the world using various devices to trap the dimensional weight of cargo.

KLM Cargo has also installed CubiCal equipment at nine international gateways in the US.

KLM Cargo's Regional Director of Operations Jan de Vegt says the units are expected to generate 10% extra revenue for the airline, with staff able to more accurately measure volume measurements and optimise storage in air cargo holds.

"Before CubiCal, spot checks of the volume of export shipments were done with measuring tape and calculator, which was time-consuming and often unreliable," he said.

"We now expect to dramatically reduce the offloads that were due to inconsistencies in cargo dimension."

Mr de Vegt says the use of the CubiCal system has had a preventive effect.

"When we started measuring shipments, we found that the after a few months the number of discrepancy cases dropped significantly, meaning that people change their procedures because they are aware that their shipments may be checked.

"In fact, staff like the units so much that they do more spot checks than in the past," he said.

CubiCal comprises a resilient measuring wheel, associated electronics and a liquid crystal display housed within a pistol-grip style enclosure. The distance travelled by the device's measuring wheel as it is drawn over the surface of a parcel is monitored by an internal electronic counter. Once the length width and height is measured, the device calculates the volume and multiplies it by a pre-set conversion factor to obtain the volumetric weight (otherwise known as dimensional weight or dim.wt).

CubiCal is lightweight, portable, easy to operate (installation and training takes five minutes), low cost and certified 'legal for trade'. It is able to measure parcels up to 20ft (7 metres), with larger measures on request.

It features dual conversion (domestic or internal), metric or standard display and print, barcodes on labels and a 1-year warranty.

CubiCal is seeking to appoint distribution partners to introduce this innovative technology to shippers. Distributors with a proven record in promoting and selling leading-edge technology should contact Rob Farrant at CubiCal on (416) 599 2225 or Tony Bauer at tbauer@bigpond.com. CubiCal is keen to hear from you now!

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NOTE TO RECIPIENTS: If you would like further information, please contact Robert Farrant at CubiCal on (416) 599 2225. Alternatively email Tony Bauer in Sydney, Australia on tbauer@bigpond.com.

tion, the Dutch carrier has announced it will take measures to rectify the situation. The airline also said similar surveys will be carried out at other stations of its global network.

One of the measures KLM is considering is to accept fewer bookings from freight forwarders whose bookings frequently fail to materialise.

CMB and Safair buy Hunting Cargo Airlines

Belgian shipping group CMB is embarking upon the transport of air freight. The company announced this unexpected move this week.

CMB, together with its South African partner Safmarine, will purchase air freight carrier Hunting Cargo Airlines in Ireland. CMB and Safmarine jointly pay US\$14 million for the company.

Safmarine already has interests in aviation with carrier Safair, which is to get 49 percent in Hunting. With 51 percent CMB is taking a majority stake.

Hunting owns seven B727-200F and five A300B4 freighters that will now be rented out to DHL. In view of Hunting's poor results CMB was able to obtain its stake at a relatively low price. DHL itself did not want to invest in aircraft.

Marshall passes FAA conversion audit

Marshall Aerospace, the UK-based modification and conversion centre, has received FAA approval in the current round of non-OEM freighter conversion audits.

Marshall specialises in freighter conversions of the Lockheed L-1011 and

the company volunteered their conversion for audit following problems with some of the non-OEM B747 and B727 freighter conversions.

KLM Cargo adds four European points

KLM Cargo has added four new European destinations to its route network including Tel Aviv, Kiev, Istanbul and Helsinki. Tel Aviv will be served once-weekly with KLM's B747-300 freighter, while Schreiner Airways will operate a Lockheed L-100 Hercules to the other points on a charter basis. KLM Cargo said the new destinations have been added in response to growing demand for intra-European traffic.

KLM, last month added a second converted B747-300 freighter to its fleet, which will be operated on dedicated services to Dubai, Chicago, Kuala Lumpur, Singapore, Penang and New York.

Meanwhile, KLM said cargo traffic in June declined 3 percent year-over-year, primarily as a result of lower cargo volumes on Asia Pacific and North Atlantic routes. Cargo traffic to Africa and mid-and South Atlantic routes increased by 19 percent and 9 percent respectively.

Cargo traffic in the route area Asia Pacific decreased by 4 percent, resulting in load factors declining to 75.2 percent from 79.1 percent.

BA World Cargo to built perishable centre

British Airways World Cargo said it will invest more than £15 million (US\$24 million) in a new facility at Heathrow airport dedicated to handling of perish-

able products such as fresh fruits, vegetables and flowers.

The on-airport facility will have a built-up area of 68,000 sq ft and is due to open in April next year. The centre will incorporate 10 truck docks for fast collection and deliveries, container storage, blast chillers and separate facilities for each type of produce.

Following a three-month tender process, the airline recently appointed Salvesen Logistics to take over its perishable airfreight handling on a five-year contract.

In another development, British Airways World Cargo said the latest IATA rankings showed that the carrier had climbed into the top five international cargo airlines.

The 3,908 million scheduled freight tonne-kilometres flown by BA in 1997 helped the airline climb two places to fifth position in the rankings. BA pointed out that it is the only airline in the top five not to operate its own fleet of freighter aircraft.

ICM expands services to Pacific, Middle East

ICM, the cargo marketing arm of UK-based carrier British Midland, has signed an agreement with US-based international air freight wholesaler, Consolidators International Inc (CII) to offer a wholesaling service from the UK to Australia and New Zealand.

According to CII president, Julian Keeling, the new service, which combines competitive pricing and high quality standards, will allow smaller and mid-sized shippers to effectively compete with the very large forwarders. He noted that

Cube it & prove it



CubiCal



Take the guess work and arguments out of measurements for volume and dim.wt charges with the CubiCal™ dim.wt receipt system.

This hand-held data terminal is easy to use and highly accurate. A click of the trigger prints the measurements, volume and dim.wt in metric or standard on a sticky label. A selection of barcode formats is available. Standard software enables CubiCal to collect weight from scales and send both mass and volume data to the PC or printer. CubiCal is certified "legal for trade". Order now and say goodbye to arguments over dim.wt and added charges.



See fax back card in this issue for more information or fax + 65 22 11 123

CubiCal™