
MEDIA RELEASE

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Unlock postal parcel profits with CubiCal and TallyMan

Postal authorities and their parcel clients who ignore cubic will be further penalised by revelations the International Air Transport Association (IATA) will lift rates on low-density cargo from October 1, 2002.

The plan, which calls for a change in the conversion rate for volumetric freight from 6,000 to 5,000 cubic centimeters per kilo, will increase by 20% the cost of shipping a wide range of items, such as apparel, shoes and toys.

Industry observers now anticipate a flood of businesses, including postal authorities, to convert to cubic before October 1, 2002 to protect them from unwelcome and expensive surprises in the form of CCAs (cargo charges correction advices).

One of the world's leading cubing equipment suppliers, CubiCal, says the golden rule now must be to accurately cube everything. "It makes no sense to stick to dead weight measures; or to manually calculate cubic when the airlines will be using more accurate, electronic measuring equipment," CubiCal managing director Tony Bauer said.

"Postal authorities need to know right from the start exactly what they are up for. Happily for everyone in the industry, there are now range of accurate and inexpensive handheld electronic measuring devices on the market, such as the CubiCal and the TallyMan, that allow even the most cost-conscious postal authority to accurately measure cubic freight costs," he said. "The right tools are there for small or large depots, small or large freight."

Mr Bauer said postal authorities that penny pinch by using the old pencil and tape approach to calculating cubic should think again. "Our field studies reveal that they are effectively robbing themselves of an average 25% increase in parcel revenue. Human error creeps in; especially when clerical and front counter staff is under pressure to get the parcels through quickly. It makes little sense to penny-pinch when for a few hundred dollars you can accurately assess cubic charges electronically – and then print out the results on a way bill."

Mr Bauer said the reliability of electronic cubic devices readers had been proven around the world, most recently by Finland Post, who earlier this year purchased portable CubiCal readers to enable fast and easy calculation of the volumetric weight of parcels.

“The customers instantly like it because the clerk can show the calculated weight on the display, proving the measurement just taken in front of the customer,” he said.

In addition to postal authorities, users of CubiCal and Tallyman equipment include world-leading freight companies such as DHL, TNT, UPS and FedEx. Mr Bauer said CubiCal and TallyMan readers were particularly useful for postal authorities because they could be set to display the actual dimensional weight calculation instantly. “With the same simple and quick measuring technique, the clerk is able to collect the total accumulated length, width and height and has the result on the display instantly, without tampering with measuring tapes and calculations on pocket calculators. The customers in the queue will be thankful and full of appreciation for their modern, state-of-the-art postal service.”

CubiCal and TallyMan readers are light, easy to use and instantly increase the productivity wherever used. The power is provided by standard AA batteries, which are quick and easy to replace.

Mr Bauer said with CubiCal and TallyMan readers, a fast and efficient method to determine the volumetric weight of parcels was now available. The readers measure with a small wheel at the point of the device. Users simply run along the height, width and length of a parcel, with an electronic display instantly showing the volumetric (chargeable) weight. Compared with the weight shown on the scale, the clerk instantly knows which weight is greater, by weight or by volume. The weight/volume ratio can be set at any given number (usually it will be at a ratio between two and three in this field of surface transportation). In airfreight, the ratio is set at 1:6.

Mr Bauer said CubiCal and TallyMan readers save time where weight/volume based tariffs already exist - and open new revenue opportunities for all others.

For more information on CubiCal and TallyMan portable devices visit www.cubical.com.

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NOTE TO RECIPIENTS: *If you would like further information, please contact Managing Director of CubiCal Tony Bauer on tbauer@bigpond.com, telephone +61 2 9955 2468 or fax +61 2 9954 0045. Alternatively contact Steven Andrew at SRA Communications on sandrew@srac.com.au, telephone +61 2 9907 3678 or fax +61 2 9907 3378.*

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Australian Air Express signs up for CubiTEC

Australian Air Express, the joint venture between Australia Post and Qantas, has joined a growing number of freight forwarders around the world purchasing leading-edge CubiTEC equipment to more accurately audit freight shipment.

The Australian-designed CubiTec equipment, which is now used by a host of international airlines, including Emirates, Korean United and Martinair.

Managing director of CubiCal Tony Bauer said recent concern over freight security following September 11 had increased demand for equipment that provided a total audit trail, from forwarder to airline. CubiTec provided that audit trail – and Industry observers now anticipate a flood of shippers, handlers and forwarders to convert to cubic by October 1, 2002 following the recent shock revelations that the International Air Transport Association (IATA) plans to lift rates on low-density cargo.

The growing demand for yield increase of 19% and total audit trail from forwarder to Airline.

The plan, which calls for a change in the conversion rate for volumetric freight from 6,000 to 5,000 cubic centimeters per kilo from October 1, will increase by 20% the cost of shipping a wide range of items, such as apparel, shoes and toys.

Air cargo experts say a move to cubic by shippers and forwarders will be necessary to protect them from unwelcome and expensive surprises in the form of CCAs (cargo charges correction advices).

One of the world's leading cubing equipment suppliers, CubiCal, says the golden rule now must be to accurately cube everything prior to lodgement. "It makes no sense to stick to dead weight measures; or to manually calculate cubic when the airlines will be using more accurate, electronic measuring equipment," CubiCal managing director Tony Bauer told *Air Cargo News*.

"Shippers, handlers and forwarders need to know right from the start exactly what they are up for. Happily for everyone in the industry, there is now a wide range of accurate and inexpensive mobile handheld electronic measuring devices on the market, such as the CubiCal and the Tallyman, that allow even the most cost-conscious company to accurately measure cubic freight costs," he said.

Bauer said companies who penny pinch by using the old pencil and tape approach to calculating cubic should think again. "Our field studies reveal that they are effectively robbing themselves of an average 25% increase in parcel revenue. Human error creeps in; especially when staff is under pressure to get the parcels through quickly. It makes little sense to penny-pinch when for a for a few hundred dollars you can accurately assess cubic charges electronically – and then print out the results on a way bill."

Bauer said the reliability of the CubiCal and Tallyman electronic cubic devices readers had been proven around the world, most recently by Finland Post, who earlier this year purchased portable CubiCal readers to enable fast and easy calculation of the volumetric weight of parcels at their postal counters.

"The customers instantly like it because the clerk can show the calculated weight on the display, proving the measurement just taken in front of the customer," he said.

In addition to postal authorities, users of CubiCal and Tallyman equipment include world-leading freight companies such as DHL, TNT, UPS and FedEx, Mr Bauer said CubiCal and TallyMan readers were particularly useful because they could be set to display the actual dimensional weight calculation instantly. "With the same simple and quick measuring technique, the clerk is able to collect the total accumulated length, width and height and has the result on the display instantly, without tampering with measuring tapes and calculations on pocket calculators. The customers in the queue will be thankful and full of appreciation for their modern, state-of-the-art postal service."

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