

The containers' journey



Norfolk International Terminals
United States



Port of Southampton
England



Port of Bremerhaven
Germany



Port of Antwerp
Belgium

March 18:
QSi Silicones receives purchase order from ACC

April 17:
CV International informs QSi vessel has been delayed

April 28:

- Trucks loaded at QSi in Chesterfield County
- They arrive at Norfolk International Terminals
- Containers taken to export terminal yard at NIT

April 27:
Trucks pick up chassis and containers

March 23:

- QSi requests quotes from CV International
- CV International provides quotes to QSi
- QSi confirms order

May 2:

- Containers transferred from NIT yard to berth
- Containers loaded onto Philadelphia Express
- Philadelphia Express leaves Norfolk and heads to the Atlantic Ocean

May 11:
Philadelphia Express calls on Port of Antwerp in Belgium

May 13:
Philadelphia Express calls on Port of Bremerhaven in Germany

May 16:
Containers offloaded from vessel at Port of Southampton

May 21:
Truck takes containers to ACC Silicones in Bridgwater, England



What if a shipment doesn't require an entire container?

This case study was a fairly large shipment for ACC, particularly since it required the use of two containers.

In a perfect world, shippers would receive orders from customers that perfectly fit into a 40-foot container and that could wait the time-

period needed for foreign freight to travel.

In reality, orders are sometimes smaller or more time-sensitive.

If a customer can't wait for the length of an ocean journey, air freight is a more expensive option.

With smaller orders, shippers

consider rates for "less than a container load" — or LCL in logistics lingo. That means their goods will be packaged with other items in a container to create a full shipment. "There are [companies] that specialize in putting together consolidation loads," says Mike Coleman, presi-

dent of CV International, a freight forwarder in Norfolk.

Goods are taken to a freight consolidation station where they are combined with other LCL shipments to create a full container. With these shipments, handling charges are higher but often cheaper than renting an

entire container. "You're only paying for part of a container, but they have to factor in receiving it, loading the cargo and taking it out of there," says Ann Cummings, export manager with CVI.

Even with the extra handling charges, an LCL shipment could be

far cheaper than booking a container; or, in some cases, it might be worth the extra money to pay for an entire container for better control.

These are the types of decisions that freight forwarders — the "travel agents of freight" — help clients navigate. 