

PROSPECTING FOR DIMENSIONERS: EXPANDING YOUR CUSTOMER BASE



Rice Lake Weighing Systems' iDimension® Series is the perfect fit for a variety of customers. Consider any business where freight stowability or handling may be a concern:

- **Stowability:** the ease of stowing freight while it's being shipped
- **Handling:** how difficult it is to load a shipment, especially bulky or heavy items

PROMINENT INDUSTRIES

iDimension systems are already being used in a range of industries. Here are some of the most common, as well as products frequently sold or manufactured in those industries:

- **Furniture:** Desks, cabinets, sinks and tubs
- **Outdoor living:** Grills, fencing and umbrellas
- **Sporting goods:** Golf clubs, fishing rods and barrier nets
- **Machinery and car parts:** Tires, bumpers, body panels and engines
- **Heating, plumbing and infrastructure:** Air ducts and pipe fittings
- **Carpet and wire:** Sold on rolls or spools with varying sizes
- **Bagged product:** Cement, peat moss and mulch
- Industrial hose and fittings
- Independent mail and shipping stores

FURTHER GROWTH OPPORTUNITIES

Freight organizations, such as freight forwarders or consolidators in regional areas, may also value dimensioning systems for shipping processes. Smaller organizations may not be aware that dimension solutions are available to them.

Online retailers that ship directly to customers, regardless of size, could reduce costs with dimensioners.

The air cargo industry also relies heavily on dimensioning systems. Warehouses near train depots, ports or airports will likely benefit from dimensioning.

THE ROI ON DIMENSIONING

When it comes to dimensioning, efficiency and labor cost reductions make the biggest difference to shipping companies. The best way to show the benefits is to base ROI on cost reduction and time saved. Contact your regional sales director or Rice Lake's dimensioning team if you have questions or would like to request training.



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