

# CREATIVE PRODUCT DISPLAYS

## THE CHALLENGE

A retail client of ICAT Logistics needed to ship Point of Purchase (POP) displays to the pharmacy section of various grocery store chains throughout Canada from the United States.

## THE SOLUTION

These shipments could have been done by trucking the displays across the United States and making border entries at various points into Canada. However, ICAT's research indicated that this would incur tariffs at each point of entry for all 250 displays. At a cost of \$125 per display, this would put the total freight cost at \$31,250.

## THE RESULTS

With careful planning, an efficient solution was put into place. By bundling the displays into one package and sending them to Toronto as three truckloads, our client only paid per truckload and incurred substantially less tariffs, for a savings of more than \$30,000. Deliveries were coordinated across Canada from there, saving the client time and money.



ICAT

logistics. inc.

Read more of our case studies at [www.icatlogistics.com](http://www.icatlogistics.com)