

# Sending Perishable Goods

*A guide by SendIT Express Ltd.*

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Sending Perishable items via overnight courier can be challenging, expectations need to be managed and all possible obstacles removed to ensure success. Please read the advice below to help with this process. SendIT Express help many businesses ship thousands of perishable packages a week, we know what it takes to make the process work and what to look out for..

Not all parcels will succeed - you WILL get some failures - anything between ½ to 3 parcels per hundred as an approximate rule in normal operation. The good news is that you should expect a 97-99.5% success rate,

NB: This is all more difficult when overnight courier networks are pushed like in peak season (Black Friday-Xmas) and events like Covid and lock-down make shipping more of a challenge. All stakeholders need to know and understand this, ideally including your clients.

## Summary

- Get the Address/contact details right at the beginning of the process
- Get the Packaging/insulation right
- Ship Pre-12
- Ensure notifications are effective

## Shipping Preparation Order Stage

1. Addresses MUST be verified on the website when clients are booking.
2. You need to capture proper email and mobile numbers also (verified as above)
3. Always use a priority Pre-12 service if available.
4. Communicate at the point of delivery date selection that if the order is for a special event (e.g. birthday or special event) then delivery for the day before should always be selected.
5. Shipping to remote areas (differs per courier but generally Highlands and Islands), while possible, is fraught with difficulty and costs more. We would recommend you start off not doing this and wait until you have had months of proven perishable shipping to mainland UK first.

## Packing

1. Packaging should be verified and tested in advance
2. Use a very strong box (think double or triple wall or inserts) – you should be able to stand on the box without concern. You should also be able to vigorously shake your box and drop it from chest height without any concerns for the contents
3. Proper thermal insulation is essential. Your goods must be kept at safe temperatures for 48 hours or longer – not just 24 hours.
4. Use large high quality Gel Packs and enough of them, don't skimp here.
5. We strongly recommend gummed tape. Once applied, it creates a “bond” with your box, making the entire parcel stronger and more secure. It helps with insulation and is also a handy tamper indicator. Packing tape is not recommended as it often becomes unstuck (see image below). Sellotape is a strict no.
6. Labels should be premium shipping labels (cheap labels have been known to fall off, especially in cold weather)
7. Boxes should be clearly marked which side up
8. Labels should be stuck on the top of your box, not the side.
9. You should have a highly visible “perishable” label stuck next to the main shipping label.

## Expectations

The treatment boxes get when being shipped overnight is careful, but also frequent and fast. Expect your parcels to be dropped from time to time and stacked beneath a large stack of other parcels on a huge artic lorry. We are not saying the courier network is perfect, but recommend a mindset that treats damage to the box or contents as your responsibility and look at any failures here as an indication that you need to improve in this area.

Contents need to be packed very well indeed and very tightly. Don't put a few items in a large box – use smaller boxes. Use proper honeycomb packing material for any glass/bottles. Keep liquids sealed and in pots/jars that don't easily come apart, ideally put them in a sealed bag so if they leak they don't contaminate other items in the box. Use dividers for both strength and dividing/protecting.

Weight per box should ideally be kept to 10Kg, but never over 20Kg. Use two boxes if shipping items of over 10Kg.

With shipping perishable goods, no contents are insured.

There is no liability for any items shipped or cost resulting in failed shipments.

Failed shipments normally get quickly destroyed and client/guests have to be refunded or their orders shipped again. Clients are generally very understanding when kept informed.

## Delivery

It is vitally important to communicate to your client that they should not order for events on the same day. If they have a specific event then they should request delivery for the day before.

You will not be able to speak to the delivery driver or contact them while they are delivering. On the day, a delivery is either made or fails – which is why it is so important to get all the above right.

Recipients are not generally called by delivery drivers and instructions are not always read on the first delivery attempt. Therefore, it is so very important to ensure the address is as perfect as possible.

Leave safe is a useful option for perishable goods but this does not guarantee that all parcels will be left at the premises. The drivers are responsible for delivering and if they don't feel comfortable leaving without your parcel being safe, they will return the parcel to the depot.

If your delivery is "carded" by DHL Parcels it is left in the depot and will wait for your client to contact them.

## Customer Services

Recipients/Guests are advised to first contact the courier directly when it comes to address related issues and "where is my parcel". Although this may take some time, it is the most efficient way to handle these queries as they are often time critical and the best answer with the quickest communication is normally obtained directly from the courier by the recipient.

# Images

## Good Tape / Bad Tape



## Boxes not up to spec for Overnight Shipping





A way to strengthen a weak box (also helps insulation).

