

# OEC NEWS

OUR EXPERTISE YOUR ADVANTAGE

OEC PORTAL DESIGNED TO  
SAVE CUSTOMERS MONEY

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INTERVIEW WITH AN EXPERT

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STRAWBERRY  
FUN FACTS

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ABOUT  
OEC GROUP



# OEC PORTAL DESIGNED TO SAVE CUSTOMERS MONEY

*OEC Group's e-service portal has been expanded to offer more capabilities that are designed to empower customers with greater self-sufficiency and control over their shipments. The new enhancements allow customers to track orders, manage Bills of Lading, monitor insurance claims, and submit payments.*

One of the more exciting new capabilities allows customers to track their products throughout the entire process. Additionally, the new tracking enhancement will also show customers if the equipment they rented was returned, giving customers greater insight into late fees they may be charged if equipment is returned later than originally agreed upon.

*"Our e-portal provides customers with every piece of information regarding their transaction on a single platform," said Shawn Kim, Regional Project Manager and head of OEC Group's digital platform. "Our digital systems are well ahead of the industry curve and with the market as tight and volatile as it is right now, being on the cutting edge is saving our clients money across every order."*

The portal also provides a dedicated section for document consolidation and storage, which allows customers to access Bills of Lading, payment information, insurance documentation and all their orders in one place. Customers also have the capability of using the portal to directly contact customer service representatives, salespeople and insurance specialists via instant message. Finally, the portal's technology integrates seamlessly with industry platforms FMS and Prolink, allowing for the collection of all relevant information.





*“As carriers try to squeeze every last possible dollar out of customers, we believe our continuously evolving portal will give our clients the ability to monitor where their money goes and ensure that it is efficiently spent,” said Anthony Fullbrook, President of OEC Group’s Northeast Region. “This amazing tool will provide peace of mind to our clients and we will continue to enhance our technology to ensure the that our customers are always treated fairly.”*



**JOHN OGILVY**

Branch Manager of OEC  
Group's St. Louis Office

## INTERVIEW WITH AN EXPERT

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*John Ogilvy, Branch Manager of OEC Group's St. Louis Office, discusses the global equipment imbalance issue.*

**Q: What is causing the global equipment imbalance issues?**

A: COVID – 19 is at the core of the imbalance issues. Our global market is too interconnected to have a major country's economy, a global supplier, or a large-scale consumer completely shut down for a long period of time without causing significant ripple effects. The global supply chain is a resilient and flexible organism; however, when stretched to the extremes as we have seen over the last year, challenges to that delicate equilibrium begin to emerge. Reliability has dropped, and the pitfalls of lean inventory systems have been exposed. Revenue opportunities aggravated the issue, as well. Lanes with the largest potential revenue take priority in containers repositioning, making operations worse for smaller, lower volume ports.

**Q: Has the global equipment imbalance influenced carrier contract negotiations and shipping rates?**

A: Short answer – yes. Ocean rates are historically high, and they are being primarily driven upward by wild fluctuations and volatility over the last year. One of the most interesting causes of exploding market rates is the drastic rise in consumer spending. Those fortunate enough to have remained employed pivoted from spending paychecks vacations and dining out to material goods. The environment has been a boon for the household goods and exercise industries. Pieces of furniture, home improvement projects, and bicycles have experienced enormous increases in demand and stock-out scenarios all over the world. Because demand is outpacing supply in these sectors, unit costs have risen, and carriers are capitalizing.

**Q: Which shipping routes have been the most acutely affected?**

A: To put it simply, every single trade lane has been disrupted in some way by the pandemic-induced market. Generally, that disruption has translated to historically high volumes and historically low carrier reliability.

**Q: What advice do you have for clients who are struggling to find adequate equipment?**

A: First, plan as far out as possible. The days of booking an ocean freight shipment this week and having that container depart the following week are gone. Expect standard FAK space to be completely booked for the next 4-6 weeks and Premium space to be booked solid for the next 2-4 weeks. Second, plan on longer transit times. Port congestion, longer booking lead times, longer inland rail transit times, and additional country virus related lockdowns will impact your shipments. Finally, discuss your individual supply chain needs with a logistics provider. Switching to a new manufacturer or manufacturing location for a large project with tight delivery window is not as simple as it once was. There is too much going on these days to think, “Space will always be available, and it’ll be easy to get product from one point to another.” Bring on an experienced partner early in the process. While we do not have a crystal ball, our experts have insight that will benefit your decision-making process.

**Q: Do you see this situation being resolved any time soon?**

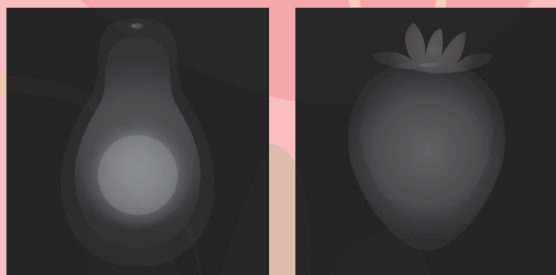
A: I believe that the market conditions are only going to worsen in the coming months. May is worse than April, and carriers are already booked solid through June. We will roll right into peak season for U.S. imports without the normal slack season that follows Chinese New Year. In an attempt reset normal port schedules, carriers are blanking sailings and skipping major ports of call in Asia. These issues are far beyond your control. However, if you speak with your logistics provider, plan for delays, and prepare clients for such events, these unpreventable issues will have a muted impact on your supply chain.

# STRAWBERRY

## FUN FACTS



Ancient Romans believed strawberries had medicinal powers, using them to treat everything from depression to fever and sore throats



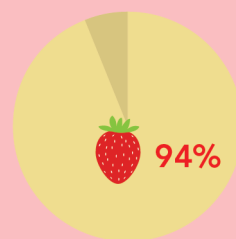
Strawberries are the only fruit to have their seeds on the outside



One acre of land can grow 50,000 strawberries



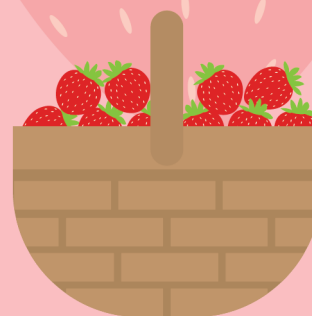
There is a museum in Belgium dedicated to strawberries



Strawberries are eaten in 94% of American households



The average Strawberry has 200 seeds



The average American eats 3.4 pounds of fresh strawberries every year



# ABOUT OEC GROUP

At OEC Group, we have demonstrated our commitment to customer service in trans-Pacific trade for more than 35 years. Founded in 1981, OEC Group had a vision to provide comprehensive logistics services to clients. Today OEC Group serves destinations throughout the world and has grown into one of the leading logistics providers in North America. With over fifty offices worldwide, we take pride in being close to your cargo at all times.

OEC Group is monitoring and adapting to the changing market. We are well positioned to make continuous improvements to your supply chain using the fastest, most efficient and cost-effective services available. We work tirelessly to stay on top of the ever-changing logistics industry with the goal of delivering the most current information and services to you, our customer.

Our business is making our logistics expertise, your competitive advantage.