

Foreword

This booklet has been prepared to assist and encourage Canadian industry in its export mission. It demonstrates, in basic terms, proper freight stowage in sea containers and trailers, and is based on the fundamental premise that:

The finest products in the world are useless if, on delivery, they are found to be damaged.

According to the Canadian Board of Marine Underwriters Association:

Approximately 83% of all cargo losses are preventable.

Approximately 45% of preventable losses are due to poor handling and stowage.

This booklet provides guides and check lists that can be used by all personnel involved in export moves, to ensure that initial preventative steps are taken to protect their products or goods.

Because:

- Nobody needs or will accept damaged goods.
- Nobody will repeat order from a company which cannot guarantee to deliver the goods in an undamaged condition.
- No business can thrive without satisfied customers.
- No company can build its reputation, or plan for the future, on customer claims for damage.
- No company can compete effectively in the international marketplace by demonstrating a lack of knowledge of the rudiments of safe stowage.

Basic knowledge in the proper stowage of sea containers, or road trailers, for international moves will greatly increase confidence and assist in the building of viable export business and sales.