

However, it reduces shipping costs by using a secondary shipping site in the United States. According to Mr. Auty, a firm shipping one pound from Canada to the United States through a major carrier can expect to pay approximately \$35. However, if a firm ships to a U.S. destination by transport truck first, and then re-ships from that U.S. city, the cost would be roughly \$3 a pound. Generally, it costs Auty \$5 a pound to ship from Toronto to Columbus on its transport truck. Therefore, the total for Auty averages approximately \$8 per pound. All shipments made by Auty are prepackaged for secondary shipment by UPS once they are unloaded in Columbus.

U.S. Customs

There are various steps a company can take to minimize the delays at U.S. Customs. Although there is "free trade," a border crossing is virtually never without cost. According to Mr. Auty, clearance fees at Customs range from \$100 to \$200 per transport of printed products.

As volumes increase, border crossing difficulties generally decrease. If a firm ships one transport per week with 5,000 to 15,000 pounds on the truck, it will justify a line-item-release-form. This form is extremely helpful in not only avoiding delays, but speeding up border crossings as well. In addition, a firm should try to use the same point of entry. This will help increase familiarity between Customs and your firm, resulting in the reduction of delays.

It is important to properly mark the content of every box, because U.S. Customs will hold improperly marked shipments for classification and origin inquiries. A customs broker can help an exporter manage border crossings. Therefore, it can be beneficial to build a strong relationship with a broker.