



## Shipping securely

The broadcast industry relies on a constant stream of exhibitions. The big global events of IBC and NAB are interspersed with major regional shows like Cabsat and Broadcast Asia, and national shows in a very large number of markets.

To maintain this schedule, manufacturers have to ship equipment and display material around the world. The cost of the demonstration and display equipment is a drain on the business, so they need it to be used as effectively as possible, and products must be returned to stock quickly.

While shipping is a commodity which can be organised by anyone who is prepared to spend the time on it, for the last 30 years Exhibition Freighting has specialised in making sure manufacturers get their goods to shows worldwide, and get them home again in good time.

The service extends to a strong presence on site at the big shows, which means that problems can be solved before they become critical. Leading server specialist EVS is a regular user of Exhibition Freighting services: "Their dedication to ensuring our exhibition and media shipments arrive in a timely manner is second to none," said trade show manager Yves Rolus. "They understand the broadcast market and the sort of high technology we need to ship, and they always have a representative on site to sort out any issues. Because they are involved in all the main broadcast exhibitions they can arrange to ship equipment from one show to the next, which saves us time and money."

Rolus concluded: "Exhibition Freighting keeps us posted about all our shipments all the time - you might think that is the minimum you could expect from a shipper but that is not the case with some other companies! It would be hard to maintain our record of reliability, accuracy and timeliness without the continued high level of service we receive from Exhibition Freighting."