

**PREPARING FOR PEAK SEASON:
LOGISTICS AND CUSTOMS
BROKERAGE STRATEGIES**

PREPARING FOR PEAK SEASON

YOUR WEBINAR LEADERS



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PREPARING FOR PEAK SEASON

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PREPARING FOR PEAK SEASON

**OVERVIEW OF PEAK
SEASON PRESSURES
IN NORTH AMERICA**

UNDERSTANDING PEAK SEASON CHALLENGES FROM THE CUSTOMS PERSPECTIVE

- **Timing:** Peak shipping season typically spans from late July through November, driven by back-to-school demand, Black Friday/Cyber Monday prep, and year-end inventory pushes.
- **Common Issues:**
 - **Port congestion and limited carrier capacity**, especially in cross-border drayage.
 - **Increased crossing times and decreased availability of drivers.**
 - **Limited operating hours** of warehouses and U.S. & Mexican Customs brokers.
 - **Supply chain disruptions** caused by geopolitical events (e.g., war, famine, natural disasters).
 - **Regulatory changes**, variable tariffs, and other non-tariff barriers (e.g., USDA, SAGARPA, SEDENA).

UNDERSTANDING PEAK SEASON CHALLENGES FROM THE FREIGHT PERSPECTIVE

- **Timing:** Peak shipping season typically spans from late July through November, driven by back-to-school demand, Black Friday/Cyber Monday prep, and year-end inventory pushes.
- **Common Issues:**
 - Port congestion and limited carrier capacity.
 - Increased freight rates and surcharges.
 - Longer transit times and potential delays.
 - Supply chain disruptions due to geopolitical events. (war, famine , natural disaster, etc)

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**LOGISTICS
STRATEGIES FOR
SUCCESS**

STRATEGIC PREPARATION TIPS

- **Early Planning:** Book shipments well in advance to secure space and better rates.
- **Diversify Suppliers:** Source from multiple regions to mitigate risks of regional disruptions.
- **Inventory Management:** Analyze historical data to forecast demand and adjust stock levels accordingly.
- **Flexible Shipping Options:** Consider alternative ports or routes to avoid congested areas.

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**CUSTOMS
BROKERAGE
CONSIDERATIONS**

STRATEGIC PREPARATION TIPS

- **Forecast and communicate:** Inform your U.S. and Mexican Customs brokers about expected volume spikes in the upcoming months.
- **Maximize hours of operation:** Take advantage of extended U.S. and Mexican Customs hours. Overtime plans are available on Saturdays and Sundays.
- **Budget:** Allocate funds for potential surprise tariffs, overtime charges, and increased freight costs.
- **Comprehensive contingency plan:** Confirm whether your partners can support you after regular hours. Ensure you have access to Saturday and Sunday services and evaluate if you will need additional warehouse space.
- **SOP review before peak season:** Schedule a meeting with your logistics partners to review and simplify the Standard Operating Procedures (SOPs). Clear instructions will help ensure proper service during contingency or overtime hours.

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**ENHANCING THE
CUSTOMER
EXPERIENCE**

FROM THE CUSTOMS PERSPECTIVE

- **Transparent communication:** Keep customers informed about potential delays and provide tracking information. Share updates with your partners regarding changes in production, demand, and volumes.
- **Provide options:** Establish contingency plans to quickly address unexpected issues, such as extended shipping times, weekend transits, or the need for team drivers.
- **Monitor environmental changes:** Stay informed by following news, newsletters, and industry updates. Consult with experts to assess potential impacts on your operations.
- **Staffing:** Ensure your team is prepared to manage the increased workload, understands peak season protocols, and collaborate with a reputable freight forwarder when additional expertise or support is required.

FROM THE FREIGHT PERSPECTIVE

- **Transparent communication:** Keep customers informed about potential delays and provide accurate tracking information.
- **Efficient returns process / reverse logistics:** Establish a clear and simple return policy to manage increased return volumes during the holiday season.
- **Leverage technology:** Utilize logistics software for real-time tracking and effective inventory management.
- **Staffing:** Ensure your team is adequately prepared to handle the increased workload, understands peak season protocols, and partner with a reputable freight forwarder when additional expertise or management is required.

PREPARING FOR PEAK SEASON

QUESTIONS

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