How Less-than-Container Load

services help you tackle your biggest logistics challenges

JEWELLERY

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Whether you're an SME building your business or a luxury brand shipping small-sized jewellery, Maersk Less-than-Container Load (LCL) solutions are designed to give you the agility and flexibility to tackle your biggest logistics challenges.

Scroll on to discover how.



2025

e-Commerce is expected to comprise 30% of total retail sales in Europe by 2025.1

But consumers aren't just shopping online more. They're also expecting to receive their orders more quickly. The global e-Commerce market is set to hit

2026

\$8.1 trillion by 2026.2



struggling to keep up. While they should continue to use Full Container Load (FCL) shipping for its obvious advantages, they also need a trump card to capitalise on online opportunities.

Faced with these increasing demands, many businesses are

of online shoppers

41%

hope to receive their orders within 24 hours.3 24%

of online shoppers want their order delivered in

less than two hours.4

compete in the era

Maersk LCL helps you

of e-Commerce Our LCL shipments depart as soon as they're ready, enabling you to speed up your supply chain and

satisfy increasing consumer expectations.

How?

Increased agility helps you

meet tight deadlines and improve speed-to-market

up high-demand markets with FCL helps you to gain more predictable lead times and provide better customer service

Prioritising key markets

with LCL and then backing

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Plan in advance

Align LCL services

with seasonal trends,

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sales forecasts and FCL shipping support to maximise their strategic impact

COSTS AND INEFFICIENCIES

Eurozone inflation is running at 10.7%⁵ The price of crude oil is at \$92.8 per barrel⁶

just **0.2%** in Q3 2022.7

Euro area gross domestic product grew





business retailers feel that larger companies have an advantage over them in their ability to

Nine out of ten small and midsize

procure inventory.8 Nearshoring is increasing in popularity, with transportation executives anticipating 20% of Asia-originating freight will move to closer-proximity

markets by 2025.9

the capital to increase inventory levels, confining them to 'just-in-time' methods, whereas larger companies typically have the buying power to move to the more resilient 'just-in-case' model. Furthermore,

In this climate, SMEs don't often have

to mitigate the inflationary impact on the cost of goods, many companies are sourcing closer to market.

by only shipping what the space you need in a you need container and consolidated shipments give you priority Maintain optimal

With LCL, you only pay for

departure times. How can inventory levels to this benefit you? control cash flow in tough economic times

new product launches and improve lead times for customers

Gain the agility to hit

Improve cost-efficiency



Focus LCL activities

That means market disruptions, even

those not directly related to your

setbacks and missed opportunities.

industry, can still lead to delays,

of companies have had negative

or strongly negative impacts on

and cancellations more frequent.¹²



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with other supply chains in a

vast global network."10

Harvard Business Review

Maersk LCL helps

75%

their businesses from supply chain disruptions.¹¹ aviation jobs were lost globally during the pandemic, with these labour shortages making delays



Easily find new suppliers in 100+ countries and 10,000+ port-pairs Simplify supply chain

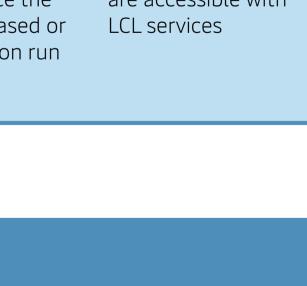
82% of customers care about retailers

communicating with

them at every stage

of their order¹⁴

Get ahead of the game Use LCL services to Start opening up new markets by determining meet a product launch which trade corridors now, followed up with are accessible with FCL shipping once the disruption has eased or LCL services the full production run



continuity and risk mitigation

will leave their favourite brands after a single bad experience¹³

VISIBILITY

One-third of customers

LACK OF

94% of businesses don't have full visibility of their supply chain and logistics

This is a huge challenge for

the vast majority of

operations¹⁵

businesses. Here's why:

is ready

Of those retailers and manufacturers that have acted on the problem, 65% believe improving customer service standards is a driving force behind their use of supply chain visibility technologies¹⁶

Gaining visibility across the supply chain is therefore a business priority. It's particularly important for those supplying high-value goods, who need to know where their shipments are at all times.



Maersk LCL increases

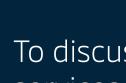
end-to-end supply chain visibility

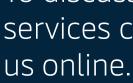
We offer complete track-and-trace ability through our easy-to-use

digital platform. This gives you:

Full visibility of cargo flow along every step of the journey

Proactive delivery timelines









Keep your eyes on the prize

the right place, at the right time

To discuss your logistics requirements, and find out how LCL services can give you more agility and flexibility, please contact

For more information on LCL solutions, or to speak to an expert get in touch today.

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- https://fortune.com/2022/04/21/china-covid-lockdown-shanghai-port-supply-chain-backlog-container-ships/ ¹²https://www.bbc.co.uk/news/business-56533250 ¹⁵https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html ¹⁴https://www.mycustomer.com/selling/ecommerce/ecommerce-delivery-trends-what-contributes-to-a-positive-experience 15https://www.supplychaindive.com/news/supply-chain-visibility-failure-survey-geodis/517751/ lighttps://www.fourkites.com/wp-content/uploads/2021/11/State-of-the-European-Supply-Chain-Report-2022.pdf

