



## GET IN THE ZONE:

How Location Can Be the Ultimate Advantage

**Location, location, location. You've heard how important it is for real estate, and you know it's vital for logistics. But have you ever considered exactly how location plays into the mechanics of shipping zones, shipping stations, and air hubs? More important, what factors translate into reduced time and costs that could make a big difference in your bottom line?**

We sat down with Mike Gilger, Executive Vice President at Moran Logistics, to learn more.

**Let's talk about shipping zones. Moran Logistics is located in Watsonstown, Pennsylvania, which means it's in UPS Zone 1. What does that mean for your customers?**

**Mike:** It means faster deliveries and lower shipping rates, as Zone 1 covers 40% of the U.S. population. Additionally, Moran is headquartered at the intersection of the major east/west and north/south highways in Pennsylvania—U.S. Route 15 and Interstate 80. That's a major advantage, because we can get to key places very fast. For example, the UPS sorting station is within 30 minutes, and the Harrisburg UPS Ground and air hub is only 60 minutes away.

**If proximity to Harrisburg is so important, why not just do business with a logistics company in Harrisburg?**

**Mike:** Well, you can. But it will cost you more when you factor in the whole picture. Moran is strategically located so that we're close enough to key sorting stations, hubs, and cities to easily take advantage of their services and infrastructure, but we're a much cheaper alternative to actually operating out of Harrisburg and other more expensive locales like the Lehigh Valley and Philadelphia. Our location really gives our customers the best of both worlds.

## Do you have a real-world example?

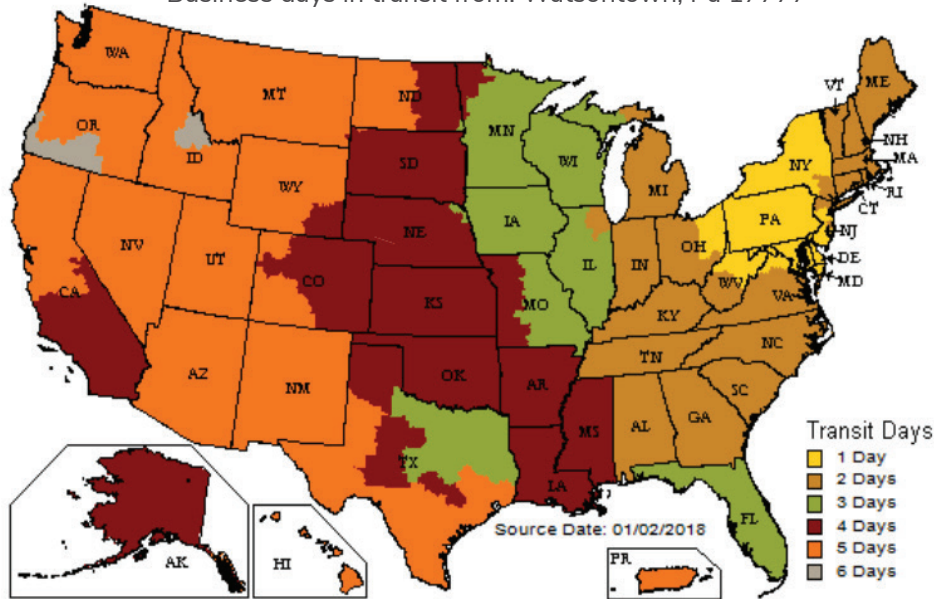
**Mike:** We have many customers who ship products to us for storage and distribution from somewhere in the United States or overseas specifically so they can leverage our lower cost warehousing and distribution services (compared to Harrisburg, the Lehigh Valley, and Philadelphia) and then get the great UPS & FedEx rates for shipping in Zone 1 on top of that. It's a major win-win for our customers.

## Are there any other advantages to Moran's location?

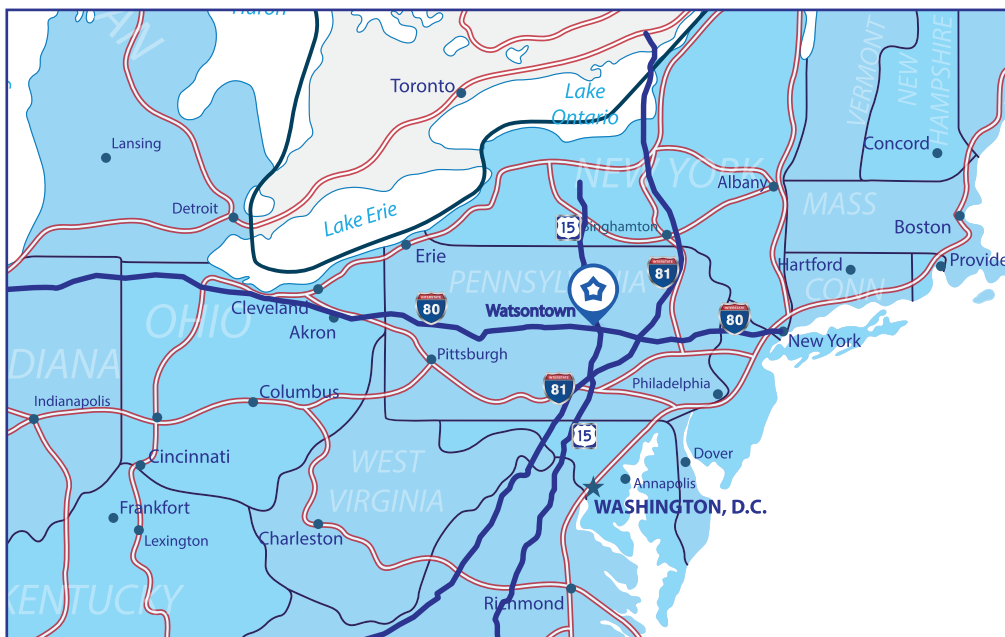
**Mike:** When your logistics experience is faster, less expensive, and professionally handled, it allows a company to focus on what really matters to them: innovation, marketing, sales. When everything comes together like that, there's no stopping you.

### UPS Ground Maps

Business days in transit from: Watsontown, Pa 17777



The one- and two-day package delivery time and area covered from Watsontown, PA. Zone 1 covers 40% of the U.S. population, which means faster deliveries and lower shipping rates.



Watsontown, PA.  
Location is everything.

