



pinnaclefreight.com

YOUR GUIDE TO SUCCESSFUL SHIPPING

01: Incoterms® 2020

If your business is trading globally and you're fully versed in Incoterms® 2020 or you're looking to trade overseas for the first time, use the following Pinnacle Incoterms guide and make sure you're



Since 1972 our family run business has been delivering outstanding worldwide logistics.

Our business is progressive, embracing the latest systems, technology and best practice.

This approach to business combined with family values and a focus on delivering outstanding service has enabled Pinnacle to evolve and succeed for almost half a century.

This guide has been crafted by our expert team for your reference, with basic to expert information for importers and exporters.

Knowledge. Understanding. Expertise.

Purpose of Incoterms® 2020

These terms are defined by the International Chamber of Commerce, which are known as Incoterms. The purpose of Incoterms is to provide common interpretation for the different trade terms used in international trade; namely:

- Clearly define the parties' respective obligations
- Reduce the risk of legal complications in a sale contract
- Facilitate the conduct of global trade

Scope of Incoterms® 2020

The scope of the Incoterms is limited to the rights and obligations of the parties' arising from the delivery of the sale of goods; more specifically:

- Covers delivery of goods (from seller to buyer)
- Obligation to make carriage or insurance arrangements
- Defines when seller delivers to buyer
- Division of costs

Classification

Rules for any mode or modes of transport

- **EXW** Ex Works
- **FCA** Free Carrier
- **CPT** Carriage Paid To
- **CIP** Carriage and Insurance Paid To
- **DAP** Delivered At Place
- **DPU** Delivered at Place Unloaded
- **DDP** Delivered Duty Paid

Rules for sea and inland waterway transport

- **FAS** Free Alongside Ship
- **FOB** Free On Board
- **CFR** Cost and Freight
- **CIF** Cost Insurance and Freight

Using Incoterms® 2020

It is worth remembering that Incoterms® are not a law and, therefore, their use is not compulsory. However, if they are used, they are legally binding in the context of a commercial contract signed between two parties. If you are using Incoterms, consider the following guidance:

- **Make it clear in the contract**
(term + named place + Incoterms 2010®)
- **Choose the appropriate rule**
(Goods, transport means, additional obligations)
- **Consider mandatory local law**
(May override any aspect of sale contract or Incoterm)

You should also consider the following factors when choosing an Incoterm:

- **Market situation** (Country infrastructure, customer relations)
- **Control** (How much do you want)?
- **Governments** (Customs rules and regulations)
- **Insurance restrictions** (Policy exclusions, country restrictions)
- **Revenue recognition**

Key Terms used in Incoterms® 2020

- **Carrier:** the party with whom carriage is contracted
- **Customs formalities:** compliance with customs regulations
- **Delivery:** where the risk of loss or damage to the goods passes from seller to buyer
- **Delivery document:** document used to prove that delivery has occurred
- **Electronic record or procedure:** one or more electronic message, equivalent to corresponding paper document
- **Packaging:** in compliance with the contract or fit for transportation or stowage within a container or other means

Contact Pinnacle for more information or advice regarding Incoterms
+44 (0) 845 6216 111 enquiry@pif.co.uk

Incoterms® 2020 Quick reference guide

Incoterm®	Export Packaging	Loading	Delivery to Port/Place	Export Customs	Origin Terminal	Loading on Carriage	Carriage	Insurance	Destination Terminal	Delivery to Destination	Unloading	Import Customs & Duty
EXW Ex Works	Seller	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Negotiable	Buyer	Buyer	Buyer	Buyer
FCA Free Carrier	Seller	Seller	Seller	Seller	Buyer	Buyer	Buyer	Negotiable	Buyer	Buyer	Buyer	Buyer
FAS Free Alongside Ship	Seller	Seller	Seller	Seller	Seller	Buyer	Buyer	Negotiable	Buyer	Buyer	Buyer	Buyer
FOB Free On Board	Seller	Seller	Seller	Seller	Seller	Seller	Buyer	Negotiable	Buyer	Buyer	Buyer	Buyer
CFR Cost & Freight	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Negotiable	Buyer	Buyer	Buyer	Buyer
CIF Cost Insurance & Freight	Seller	Seller	Seller	Seller	Seller	Seller	Seller	*Seller	Buyer	Buyer	Buyer	Buyer
CPT Carriage Paid To	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Negotiable	Seller	Buyer	Buyer	Buyer
CIP Carriage & Insurance Paid	Seller	Seller	Seller	Seller	Seller	Seller	Seller	**Seller	Seller	Buyer	Buyer	Buyer
DAP Delivered At Place	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Negotiable	Seller	Seller	Buyer	Buyer
DDP Delivered At Place Unloaded	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Negotiable	Seller	Seller	Seller	Buyer
DDP Delivered Duty Paid	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Negotiable	Seller	Seller	Buyer	Seller

*CIF requires at least an insurance with the minimum cover of the Institute Cargo Clause (C) (number of listed risks, subject to itemized exclusions)

**CIP now requires at least an insurance with the minimum cover of the institute Cargo Clause (A) (All risk, subject to itemized exclusions)



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02: Sea Freight

Sea Freight is a popular method of importing and exporting goods and commodities, particularly consumer goods moving long distances. It is a cost effective method of shipping larger volumes of cargo.



There are two options for using shipping containers to transport your cargo via Sea Freight; one is **LCL (Less than container load)** and the other is **FCL (Full container load)**. Below we layout key information and explain some of the key considerations, advantages and disadvantages of using either option.

Recommended volumes

1 – 18cbm ship as LCL

18 – 30cbm ship as 20' container

35 – 60cbm ship as 40' container

60 – 70cbm ship as 40' HC

CBM = Length x Width x Height (m)
(CBM = Cubic Metre)

Pinnacle offer a Load Planning Service, which can easily help you to calculate your loads, maximise the capacity of your cargo making your Sea Freight as cost effective and efficient as possible. Contact us any time for advice and assistance.

FCL

Shipping FCL does not mean you need to have enough cargo to fill an entire container you may ship a partially filled container as FCL.

Benefits of FCL

- Remains sealed from shipper's door to place of delivery, unless inspected by customs
- Less likely to be damaged, as not loaded with other cargo and is not handled repeatedly en route

Benefits of FCL, cont....

- Quicker transit time compared to LCL, as the container is collected/delivered directly to/from the port, rather than being combined with other cargo at a consolidation warehouse

LCL or Consolidation (Share a Container)

When shipping LCL, cargo is consolidated with other shippers' goods to fill a container. The price of your shipment is determined based on volume and weight.

Benefits of LCL

- Reduced costs for smaller size shipments compared to sending FCL as charges are based on weight and cubic metre
- Can be delivered on smaller vehicles if access to delivery destination is limited
- Off-loading using tail-lift vehicles to assist upon delivery

Charges are calculated on weight or measure (1000kg = 1cbm, whichever is greater)

Documentation required for Sea Freight includes

- Commercial invoice
- Packing list
- Preference certificate / licences
- B/L (Bill of Lading)
- VGM – Verified Gross Mass Certificate

Telex Release/Express release and Original B/L

Telex Release

A Telex Release is a message that is sent by the agent or shipping line from origin to their agent or office at destination to acknowledge that the shipper has surrendered the Original Bill of Lading that has been issued to them. This then allows the cargo to be released to the consignee without having to physically present the Original B/L prior to release.

Express Release

An Express Release B/L means that no Original B/Ls were issued, or requested to be issued, when the shipper's instructions were sent to the shipping line. Express Release is typically requested when the shipper does not need to hold onto the Original B/L to secure payment for the cargo. The shipper and consignee may be related companies, or have a strong business relationship in these scenarios. Since no Original B/Ls were created, nothing has to be mailed to destination for cargo release.

Original B/L

If working with an Original Bill of Lading, this will need to be presented to Pinnacle in order for the consignee to be able to receive the merchandise at destination. This process also allows the shipper to hold the B/L until payment has been received or used for bank release/letter of credit.

Standard container sizes

20' Standard



INSIDE LENGTH: 5.895 m
INSIDE WIDTH: 2.350 m
INSIDE HEIGHT: 2.392 m
DOOR WIDTH: 2.340 m
DOOR HEIGHT: 2.292 m
CAPACITY: 33 m³
TARE WEIGHT: 2230 Kgs
MAX CARGO WEIGHT: 28230 Kgs

40' Standard



INSIDE LENGTH: 12.029 m
INSIDE WIDTH: 2.350 m
INSIDE HEIGHT: 2.392 m
DOOR WIDTH: 2.340 m
DOOR HEIGHT: 2.292 m
CAPACITY: 67 m³
TARE WEIGHT: 3780 Kgs
MAX CARGO WEIGHT: 26700 Kgs

40' High-Cube



INSIDE LENGTH: 12.024 m
INSIDE WIDTH: 2.350 m
INSIDE HEIGHT: 2.697 m
DOOR WIDTH: 2.340 m
DOOR HEIGHT: 2.597 m
CAPACITY: 76 m³
TARE WEIGHT: 4020 Kgs
MAX CARGO WEIGHT: 26460 Kgs

*Above container sizes are to be used as a guide only, as shipping container sizes will vary according to provider.

Special Cargo Containers

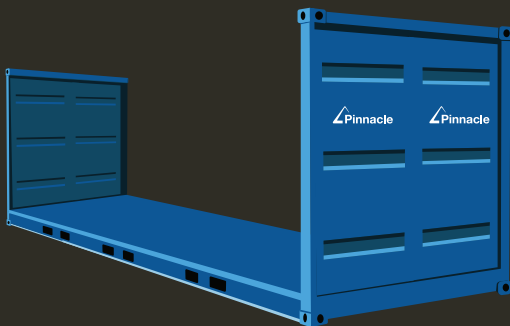


20' / 40' / 40HC Open top containers

Open top containers are designed for cargo that is too tall, unusually shaped or requires loading from above, making it unsuitable for standard dry containers. Rather than a fixed steel roof, open top containers use a removable tarpaulin supported by roof bows, allowing greater flexibility during loading while still protecting the cargo in transit.

Typical cargo includes:

- Industrial machinery
- Large pumps or compressors
- Construction components
- Cargo requiring top loading



20' / 40' Flatrack containers with and without collapsible sides

Flatrack containers are designed for cargo that cannot be transported in standard dry containers due to its size, shape or weight. With open sides, no roof and either fixed or collapsible end walls, flatracks allow maximum loading flexibility while maintaining strong structural support.

Typical cargo includes:

- Industrial machinery
- Power generators
- Oversized fabrication units
- Transformers and large electrical equipment
- Mining equipment
- Large engine blocks or turbines



20' / 40' Refrigerated containers

Refrigerated containers, commonly known as reefers, are used to transport cargo that must be kept at a stable temperature throughout transit. They provide active cooling and heating, allowing precise temperature control to protect sensitive goods across long distances.

Typical cargo includes:

- Vaccines
- Medical samples
- Laboratory materials
- Clinical trial supplies
- Temperature sensitive chemicals



PIFtrack is Pinnacle's Global Track & Trace platform.

Designed to give you complete visibility of your shipments from start to finish. Simple to use and accessible around the clock, it keeps you informed, connected, and in control at every stage of the journey.

When you ship with Pinnacle, PIFtrack brings all your shipment information into one intuitive platform. Whether you need a quick status update or detailed reporting, everything you need is available in real time, whenever you need it.

With 24/7 access, you can track your shipments as they move, receive live event and shipment updates, and view the latest documentation as it becomes available. Scheduled bespoke reports can also be tailored to your requirements, giving you clear, reliable insight without the need to chase information.

From departure to final delivery, PIFtrack provides a transparent view of your logistics operation, supporting smarter decisions, proactive planning, and complete peace of mind.

PIFtrack user guides

These short video guides show how to use PIFtrack to track and manage your shipments. Go to YouTube and search for PIFtrack, or click the image link below.



Contact Pinnacle for more information or advice regarding your Sea Freight requirements +44 (0) 845 6216 111 enquiry@pif.co.uk

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03: Air Freight

Air Freight is commonly used when moving goods that are urgently required or sensitive high value items. Air Freight is a faster and more secure method for moving cargo.



Benefits of using Air Freight

- Fastest shipping method
- Cargo can be shipped to almost any destination globally
- Highly reliable
- Secure transportation method with low risk of damage or theft
- Cargo is trackable

Volume Conversion (for calculating chargeable weight for Air Freight)

IATA = 167kg per m³

OR 1kg = 6000cc

$L \times W \times H \text{ (cm)} / 6000 = \text{chargeable weight (KG)}$

Documentation required for Air Freight includes:

- Commercial invoice
- Packing list
- Preference certificate / licences
- Security Declaration

IATA

The International Air Transport Association (IATA) is the trade association for the world's airlines. IATA now represents some 290 airlines in 120 countries.

Carrying 82% of the world's air traffic, IATA supports airline activity and helps formulate industry policy and standards.

As IATA members, Pinnacle has access to all airline members, helping to ensure that the service standards we offer are at the highest levels.

- Industry recognition of financial and professional competence
- Approved to sell airlines products
- Airline relationship governed – IATA resolutions

Air Waybill

An Air Waybill (AWB) is a document that provides detailed information about the related shipment being transported by an international airline.

AWBs include:

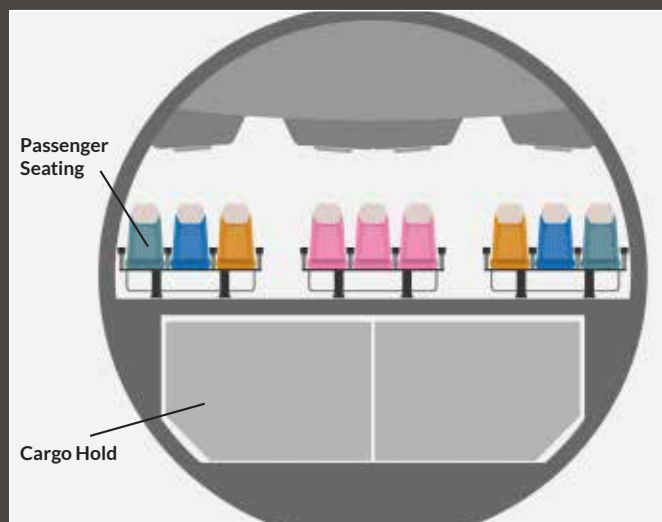
- Three letter origin airport code
- Three letter destination airport code
- Number of pieces within the shipment
- Gross weight of shipment
- Chargeable weight of shipment
- Description of goods
- Any required special handling

Aircraft types

Lower Deck Cargo

An airliner is a type of aircraft used for transporting passengers and air cargo. Although the definition of an airliner can vary from country to country, an airliner is typically defined as an aircraft intended for carrying multiple passengers and/or cargo in commercial service. Approximately 70% of air cargo is carried by passenger carrying airliners.

Passenger aircraft cargo hold space is limited and varies greatly depending on aircraft and route. Therefore shipment sizes should be checked with a Pinnacle representative to confirm the most appropriate service options.



Freighter / Oversized Cargo

A cargo aircraft is designed or converted for the carriage of cargo on the upper deck, rather than passengers. Such aircraft usually do not incorporate passenger amenities and generally feature one or more large doors for loading cargo.

If your air cargo is over the maximum for a passenger aircraft operating the desired route, then a cargo aircraft would be the most suitable method for your shipment.



Contact Pinnacle for more information or advice regarding your
Air Freight requirements +44 (0) 845 6216 111 enquiry@pif.co.uk

04: Road Freight

Whether you have full loads, part loads or specialist cargo, Pinnacle's team of experienced professionals will ensure you receive the most efficient and reliable service possible.



Our road services include:

- Export-Import-Crosstrade
- Domestic-EU-International
- Parcel Courier
- Dedicated
- Groupage-Part Load
- Temperature Controlled

Vehicle types



Van

4 Standard Pallet Capacity
6 Euro Pallet Capacity
Maximum payload 100 kgs



3.5 Tonne

4 Standard Pallet Capacity
6 Euro Pallet Capacity
Maximum payload 1600 kgs



7.5 Tonne

11 Standard Pallet Capacity
14 Euro Pallet Capacity
Maximum payload 2900 kgs



18 Tonne

14 Standard Pallet Capacity
18 Euro Pallet Capacity
Maximum payload 9200 kgs



Artic

26 Standard Pallet Capacity
32 Euro Pallet Capacity
Maximum payload 26000 kgs

*Above is supplied as a guide only, Standard Pallet loads are based on pallet dimensions of 120 x 100cm and Euro Pallets 800 x 1000cm. Vehicles capacity and payloads may vary slightly.

Contact Pinnacle for more information or advice regarding your Road Freight requirements +44 (0) 845 6216 111 enquiry@pif.co.uk

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05: Export Packing

The degree of export packing required greatly depends on the type of product, value of the product and the mode of transportation. Sea Freight shipments can require extensive packing and moisture protection because of longer transit time and exposure to the elements.



Wood packing types



Euro Pallet

Used for standard weight items
Dimensions 1000 x 800 cm



2 Way Pallet

Used for standard weight items



4 Way Pallet

Used for standard weight items



Frame Base

Used for heavy weight items



Standard Case



Timber Close Board Case

Used for heavier weight or higher value items

Packing materials



Foil Barrier

Used for protection against moisture damage and corrosion



Desiccant Packs

Used for protection against moisture



Handling Indicators

Pinnacle can apply monitoring and detection devices for shipments that must remain upright or are sensitive to shock during shipping and transit. The devices contain an indicator which turns red if the product is tipped over, upturned or roughly handled.



Polystyrene Lining

Used for protection of goods



Water Proof Lining

What is ISPM15 and why is it important?

ISMP 15 simply refers to the required international standards of treatment that must be applied to solid wood used to ship products between countries. Its main purpose is to prevent the spread of disease and insects that could negatively affect plants or ecosystems.

Import – Solid wood packaging must meet the ISPM15 international standards if you import it from outside the EU.

Export – If you export packaging outside the EU, check if the country you're trading with accepts ISPM15 standards and if they have any other requirements.

Pinnacle's experienced packing team will assess the requirements of each shipment, ensuring that your goods are suitably packed and protected. Our services include:

- Case & Pallet Supplies
- ISPM15 Certified
- Site Packing Services
- Packaging Solutions
- BS1133 Compliant

Contact Pinnacle for more information or advice regarding your
Export Packing requirements +44 (0) 845 6216 111 enquiry@pif.co.uk

06: Assurance

It's important to know that your cargo is in the safest of hands. At Pinnacle, we maintain high levels of accreditation and certification, leaving no doubt as to the standards to which we operate.





HM Revenue
& Customs



BRITISH INTERNATIONAL
FREIGHT ASSOCIATION



Cargo
Agent



Contact Pinnacle for more information or advice regarding your global or domestic logistics requirements +44 (0) 845 6216 111 enquiry@pif.co.uk

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07: Marine Insurance

It's absolutely critical that you have marine insurance in place for your goods in order to manage any financial risk to your business.



Some companies make the mistake of assuming that their goods are covered under their standard business insurance, when quite often it is not. Please ensure that you are clear on the level of relevant cover you have in place regarding the movement of your goods and put the right cover in place where required.

At Pinnacle we are able to offer Global Marine Insurance cover for any mode of transport at competitive rates. Marine Insurance doesn't just cover conveyances by ocean but all modes of transport.

Without insurance, a carrier's liability is limited in accordance with their terms & conditions, which means you'll get next to nothing back in the event of loss or damage, if you get anything at all.

*Do you insure
your home, your
car, your holiday?
Why wouldn't you
insure your goods?*



These images are of the vessel Mol Comfort which after 7 days of raging fires sank with all containers on board. It was travelling from the Far East to Europe in July 2013. Mol Comfort had over 4,500 containers on it, at the time.

Customers without Marine Insurance cover were left without their goods, with no way to claim for their loss and liable for all charges still associated with the shipping movement.

Contact Pinnacle for more information or advice regarding Marine Insurance for your goods +44 (0) 845 6216 111 enquiry@pif.co.uk

Knowledge. Understanding. Expertise.

Do not hesitate to call or email one of our experts if you have any queries.

+44 (0) 845 6216 111
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pinnaclefreight.com

The Pinnacle logo features a stylized white triangle with a small upward-pointing arrow integrated into its top-left corner.

Pinnacle



Outstanding worldwide logistics