

How to Get Started with Cross Border Shipping?



A robust 3PL shipping partnership can help any sized company ignite its international shipping efforts. The question is, how do you get started on such a partnership? With more and more freight travelling across borders, outsourcing such responsibilities is a great way to establish cost-effective shipping from the USA to Canada and shipping from Canada to USA.

Navigating The Challenges Of Freight Shipping From Canada To USA

The sheer volume of goods travelling back and forth across the Canada-US border continues to grow, as these two trading partners work cooperatively to ensure easy trade between the two countries. However, each country remains sovereign, which means there are different laws and regulations on each side of the border. Cross border shipping companies have to ensure strict compliances with such laws to mitigate any risk of shipments not making it across the border. There are many things to consider for companies that want to start shipping across borders:



- Pricing strategies. Different countries use different currencies, each with their own relative values. Your pricing needs to reflect duties, taxes, and dollar values of the country accepting the goods.
- Website information. Any company shipping from Canada to USA should have content online that caters to international audiences. Potential customers on both sides of the border will be using your site. You might need to offer content in multiple languages (French in Canada, Spanish in USA for example).
- Are you outsourcing the shipping responsibilities to a third party? If so, you will need to contract a credible partner or 3PL provider, one that understands the complexities and nuances of shipping goods back and forth. You might want a 3PL provider than handles both shipping and warehousing. There are many cross border shipping companies from which to choose. Your company will need to conduct its due diligence to find the 3PL partner best suited to your needs.
- You will need to establish various policies, including return policies, clear information on who covers imports duties and taxes on orders, and what methods of payment will be offered for customers.
- You will need to determine if your goods are actually allowed in the country. Both countries have their sets of rules when it comes to explosives, guns, cannabis-based products, cigarettes, alcohol, and various consumer packaged goods. What's legal in one country may not be legal in the other. Don't wait to find out your products aren't admissible.
- Securing proper documentation for each shipment. Companies shipping goods across the Canada/US border will need multiple documents, including such things as a bill of lading that list all goods included in the shipment, proof of delivery, commercial invoices, Canada Customs invoice, and a certificate of origin.

Trust NATS Canada When Shipping From Canada To The USA

Whether you're a start-up targeting the US or an established company looking to expand into bigger markets, trust our team at **NATS Canada** to take care of all logistics involved. We have a vast network of trusted carriers and a team of professionals that can handle all aspects of your shipping from the factory to the wholesaler.

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