

## Filling Export Orders

In the filling of export orders, other than the manufacturing processes, the principal activities of the export department will have to do primarily with packing and marking, invoicing, shipping, insurance and financing.

In determining the character of packing which he will employ, the exporter must decide the most economical packing that will provide full protection for his goods; second, he will adapt his methods to the best interests of his customers in meeting the customs requirements of the country of destination; and third, he will create as much sales value as he can in the quality and appearance of the packing.

Packing and  
Marking

The exporter must ascertain what the risks are which his shipment must undergo between factory shipping point and destination and further, in the case of packages of exceptional size or unusual weight, what the handling facilities are at the docks, on ocean vessels and on land transportation at destination. The size of his export packages will be dependent upon these last named factors. Frequently his customers will specify to him pretty clearly the restrictions which he must keep in mind in connection with the adaptability of a particular size of package to the transportation or marketing requirements of the country of destination.

In comparison with the domestic facilities of loading a freight car from the manufacturer's own warehouse and then unloading that same car at the buyer's warehouse, with little disturbance to the merchandise in transit, the treatment to which export merchandise is often of necessity subjected is very much more severe. From the railroad terminal at the port of shipment the merchandise must be transferred to a lighter, frequently, and then to the hold of ocean-going vessel, with the likelihood of dropping or smashing always