

# NEW WEB SITE MAKES USE OF SPARE LOAD SPACE

**Manchester, UK – 22<sup>nd</sup> April 2008 (FOR IMMEDIATE RELEASE)** – The launch of a new concept in the shipping and transportation industry has today been announced – [www.shiply.com](http://www.shiply.com). Shiply is the UK's online shipping & transportation marketplace where consumers can list goods they want to move, and receive competitive bids from service providers wishing to utilise excess capacities.

Not to be confused with a simple load board or freight exchange, Shiply operates in an auction format with no ongoing, monthly or upfront fees.

Announcing the new service, Robert Matthams, Managing Director said: "Shiply provides independent transportation companies with revenue opportunities that are no longer limited to their location, area of specialisation, size of their sales force or marketing capabilities."

1,810 million tonnes worth of goods were lifted and moved within Britain in 2006<sup>1</sup>. Official estimates reveal that 25 per cent of lorries<sup>2</sup> and 15 per cent of vans<sup>3</sup> on the roads are completely empty. That's over 112,000 lorries and 450,000 vans, releasing a shocking 36 million tonnes of CO2 a year. By utilising Shiply, service providers can help keep their vehicles already on the road, full to capacity and reduce unnecessary trips.

Mr Matthams went on to add: "Literally anything from a small box, to cars, boats or even entire household removals can be listed on the site. Service providers are notified when there are shipments that match their company profile and the tools are in place to assist them in placing bids. They are able to place as many bids on as many shipments as they like – free. Only bids accepted by the consumer are subject to our success fee."

The industry is currently facing many threats including the most expensive fuel prices in Europe, increasing congestion, low emissions zones and overall operating costs rising at a record pace<sup>4</sup>. It is therefore unsurprising that over 13.6% of small independent transportation companies with turnovers less than £100,000 have ceased trading in the last three years<sup>5</sup>. Shiply helps level the playing field.

For a limited time, Shiply are offering service providers no fees on their first accepted bid to try out the service.

## eBay

Shiply has also opened an exciting, vast new channel - providing service providers with the opportunity to bid on work transporting eBay items.

At any one time there are over 930,000<sup>6</sup> items listed on eBay which are available for local collection, usually due to their oversized nature. This may deter prospective bidders who do not live locally and the prospect of arranging a courier is time consuming. Shiply, a certified member of the eBay Developers Program, has developed eBay tools which allow bidders to import eBay items they have won or are currently bidding on into Shiply – ready to receive to bids from transportation service providers.

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Source: Shiply Limited

<sup>1</sup> Road Freight Statistics 2006, Department for Transport

<sup>2</sup> Freight on Rail partnership - <http://snipurl.com/21yn6> [www\_freightonrail\_org\_uk]

<sup>3</sup> Department for Transport - <http://snipurl.com/2569m> [www\_gnn\_gov\_uk]

<sup>4</sup> Freight Transport Association Journal, March 2008

<sup>5</sup> UK Business: Activity, Size and Location, National Statistics web site

<sup>6</sup> Figure taken on 11/03/08

*--ALTERNATIVE HEADLINES--*

**NEW AUCTION WEB SITE HELPS FILL YOUR LORRIES!**

**NEW WEB SITE MAKES USE OF YOUR EXCESS CAPACITY**

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*--NOTES FOR EDITORS--*

Shiply was founded in early 2008 and is owned and operated out of Manchester, UK.

Shiply is independent and has no affiliation with any user or service provider. We are fully committed to providing a secure, objective and trustworthy marketplace.

Shiply Limited is a company registered in England and Wales.  
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