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**DIRECT & BEYOND, INC**  
DIRECT SHIPPING BEYOND LIMITATION

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# DBI Insider *focus*

The newsletter from Direct & beyond, Inc. that keeps you up to speed on today's fast paced transportation industry news.

*This issue of DBI Insider Focus will focus on the continued growth of DBI and the freight market in Southern California, whose basis lies in continued global consumer demand for US goods and services.*

## November 2011 sees Air Cargo gains at LAX

By DBI Staff Writer

The U.S. rebound in shipping demand is showing up at LAX, North America's largest gateway for Trans-Pacific air cargo.

Defying seasonal trends, LAX had its busiest month for freight volume in five months this past November. Although total tonnage slipped slightly compared to last year the region still managed to grow by five percent from October to November.

The total volume for the month of November was 152,623 metric tons of freight; the strongest volume since June.

The gain came amidst an upswing in the U.S. economy late in 2011 which followed a downturn in shipping volume that began in mid-summer and stretched into the fall. The cause for this increase in expedited air cargo appears to have been the holiday consumer demands at stores which far exceeded local inventories.

With all numbers totaled for November 2011 however, the LAX freight volume was actually down 0.9 percent compared to the same month 1 year ago in November 2010. That being noted, November was still a strong improvement over the previous month in October 2011, which saw a 10.7 percent drop in expedited air cargo shipping. The shipping industry at LAX is truly thankful for low store inventories across our great nation!



## DBI expands its Service Offerings

By The Direct & Beyond Staff Writer

Recently, Direct & Beyond, Inc. was pleased to announce that it has gone through an expansion of their upper deck air cargo contracts. This will enable DBI to offer a broader heavy weight shipping capability available exclusively to DBI's customer base. An additional expansion to the DBI portfolio is their International Air Export small package door to door service. This service is offered from Los Angeles to all major metropolitan destination points worldwide. Call DBI today for all of your transportation needs! You can reach us at (888)876-1188 or you can email us at [operations@shipdbi.com](mailto:operations@shipdbi.com).



## MARKET WATCH



### US Shipping Demand is Steady as Revealed by Freight Index

A new stability in shipping demand is settling into the market. This has been evidenced by The Cass Freight Index which showed that U.S. domestic shipments inched up 0.7 percent in December over the previous year in 2010.

The closely watched shipments measure defied usual seasonal patterns by remaining even in December and November. Normally, shipping demand decreases in December. Additionally, the December reading was up nearly 15 percent over the same month two years ago and it was the highest reading for December since 2007.

The stable demand is in keeping with reports from railroads and trucking companies reporting relatively steady freight loads even as the holidays approached at the end of 2011. It

also suggests retailers were postponing final distribution of goods until late in the fourth quarter while maintaining inventories at historically low levels.

Shippers appeared to trade off that late distribution for higher shipping prices.

The Cass expenditures index soared 18.8 percent over the same month the year before, and it even grew 1.8 percent on a month to month basis.

## TEAM DBI TRAINS FOR THE 2013 LA MARATHON!



From Left to Right, Derek Luce, Brian Blanchard and Durk Jorritsma in the early morning sunrise.

By The DBI Staff Writer

If ever you find yourself on the beach in Playa Del Rey at around 6:30 in the morning on a Saturday, you're likely to run into 3 DBI employees of various heights running down the service road together, huffing and puffing, making their minds and bodies ready for the 2013 Los Angeles Marathon.

It was at the suggestion of President and CEO, Durk Jorritsma that the team decided to train together to make it to the marathon. Recently, the 3 runners have been joined by two ladies, DBI's very own Glynis Jorritsma and Derek Luce's wife Stephanie. And lest we forget, Durk & Glynis' dog, Buster along with Derek & Stephanie's dog, Faith have joined in on the fun as well!

This is just one more thing that team DBI is doing to keep ourselves in tip top shape to help ensure the success of ourselves and our customers!

### US on Highway Diesel Fuel Prices for California:

2/6/12: \$4.128 per gallon  
2/13/12: \$4.209 per gallon  
2/20/12: \$4.258 per gallon

Change From:  
1 Year ago: 0.459



Data as of 2/21/2012



## Glynis' Health Corner

### The Multifaceted Benefits of Tea Tree Oil

By Glynis Jorritsma

There are many benefits to the use of Tea Tree Essential Oil (*Melaleuca alternifolia*):

As a topical ointment, it will disinfect wounds and will heal virtually all skin conditions, including acne, athlete's foot, boils, cuts, scrapes, earache, fungal infections, hair and scalp problems, herpes outbreaks, insect and spider bites, scabies and warts.

Added to water it can be used as a gargle (DO NOT SWALLOW IT) for colds, sore throats, and mouth sores.

#### Glynis Jorritsma

*Glynis brings to DBI over 20 years of experience in the nutrition and healthcare industry. It is our pleasure to be able to offer these helpful health tips to you each month with the hope of improving the enjoyment of your life.*



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P.O. Box 90448  
Los Angeles, CA. 90009

