

A Pros and Cons Guide to Blind Shipping

Reach out to the experts at Worldwide Express to learn if this shipping solution is right for your business!



Blind shipping is a logistics solution that allows you to anonymously send products directly from your manufacturer/supplier to your buyers. This prevents customers from going around you and working directly with the manufacturer themselves.

Worldwide Express is a leading third-party logistics (3PL) provider and can help you determine if blind shipping is right for your company. Here are five pros and cons to consider.

Pros of Blind Shipping

- Customers see you as the supplier of the products and not the middleman.
- You can mark up prices without customers seeing what you paid for the products.
- Suppliers remain anonymous so customers can't bypass your business to get a lower price.
- Naming you as the shipper gives your company brand consistency across all suppliers.
- Shipping directly to the customer doesn't require you to have warehouse space or assets.

Cons of Blind Shipping

- Oversight of product quality is very limited, which can impact customer relationships.
- Marketing materials and personalized messages will be an additional cost for you.
- Suppliers will charge additional fees to handle your shipping services.
- Issues may arise if products are returned because of damage or malfunction.
- Customers may not be able to access product information, which can lead to mistrust.

Need help with your blind shipping strategy?

For more than 30 years, Worldwide Express has helped shippers of all sizes cut costs and increase operational efficiency through smarter shipping. Our logistics experts help companies navigate the competitive shipping landscape with proven solutions that are backed by decades of experience.

Thinking about adding blind shipping to your strategy, or need help with your current efforts? Reach out to Worldwide Express today!

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