



FOODSERVICE EQUIPMENT

Hatco Corporation
635 South 28th Street, Milwaukee, WI 53215 U.S.A.
Mail To: P.O. Box 340500, Milwaukee, WI 53234-0500 U.S.A.

(414) 671-6350
www.hatcocorp.com

February 23, 2026

Introducing Hatco Shiplify Program

Shiplify is an automated freight-management tool Hatco implemented in January 2026. It works with Hatco's freight partners to automatically identify and apply required accessorial freight services (such as liftgate, residential delivery, or limited access) based on the *actual ship-to address*. This replaces a largely manual process and improves accuracy, transparency, and consistency in freight billing.

Why Hatco Implemented Shiplify

- Automates identification of accessorial charges that were previously manual
 - Reduces billing errors and post-shipment disputes
 - Simplifies order entry, invoicing, and dealer communication
 - Improves delivery accuracy by ensuring the correct equipment and services are scheduled up front
-

What Dealers Will Notice

1. Simpler Freight Charges

- Dealers will see one consolidated freight charge on invoices
- Accessorial services are rolled into that single freight line, rather than itemized
- Fewer surprises, fewer questions, and clearer invoices

2. Free Freight Means Truly Free Freight

- For orders that qualify for free freight, accessorial charges (liftgate, residential delivery, limited access, etc.) are no longer billed to the dealer
 - This is a significant change offering cleaner pricing and a more predictable buying experience
-



FOODSERVICE EQUIPMENT

Hatco Corporation
635 South 28th Street, Milwaukee, WI 53215 U.S.A.
Mail To: P.O. Box 340500, Milwaukee, WI 53234-0500 U.S.A.

(414) 671-6350
www.hatcocorp.com

How Shiplify Impacts Quoting & Ordering

- Hatco's online freight-quoting tool now includes accessorial charges automatically
 - A complete and accurate ship-to address is required for correct quoting
 - Generic or approximate addresses will not generate accurate freight estimates
 - This allows dealers to see realistic freight costs earlier in the quoting process
-

Exceptions & Manual Review

- Shiplify will not catch every unique situation (new locations, special delivery needs, uncommon sites)
 - In these cases, Hatco and its freight partners will manually review and update the address for future shipments
-

Bottom Line for Dealers

- **More transparency:** one clear freight charge
 - **Less administrative friction:** fewer disputes and adjustments
 - **Better delivery execution:** correct services scheduled upfront
 - **Improved overall experience** for dealers, reps, and end customers
-

Key Takeaway: Shiplify simplifies freight, improves accuracy, and eliminates surprise charges—especially on free-freight orders—making it easier for dealers to quote, sell, and deliver Hatco products with confidence.