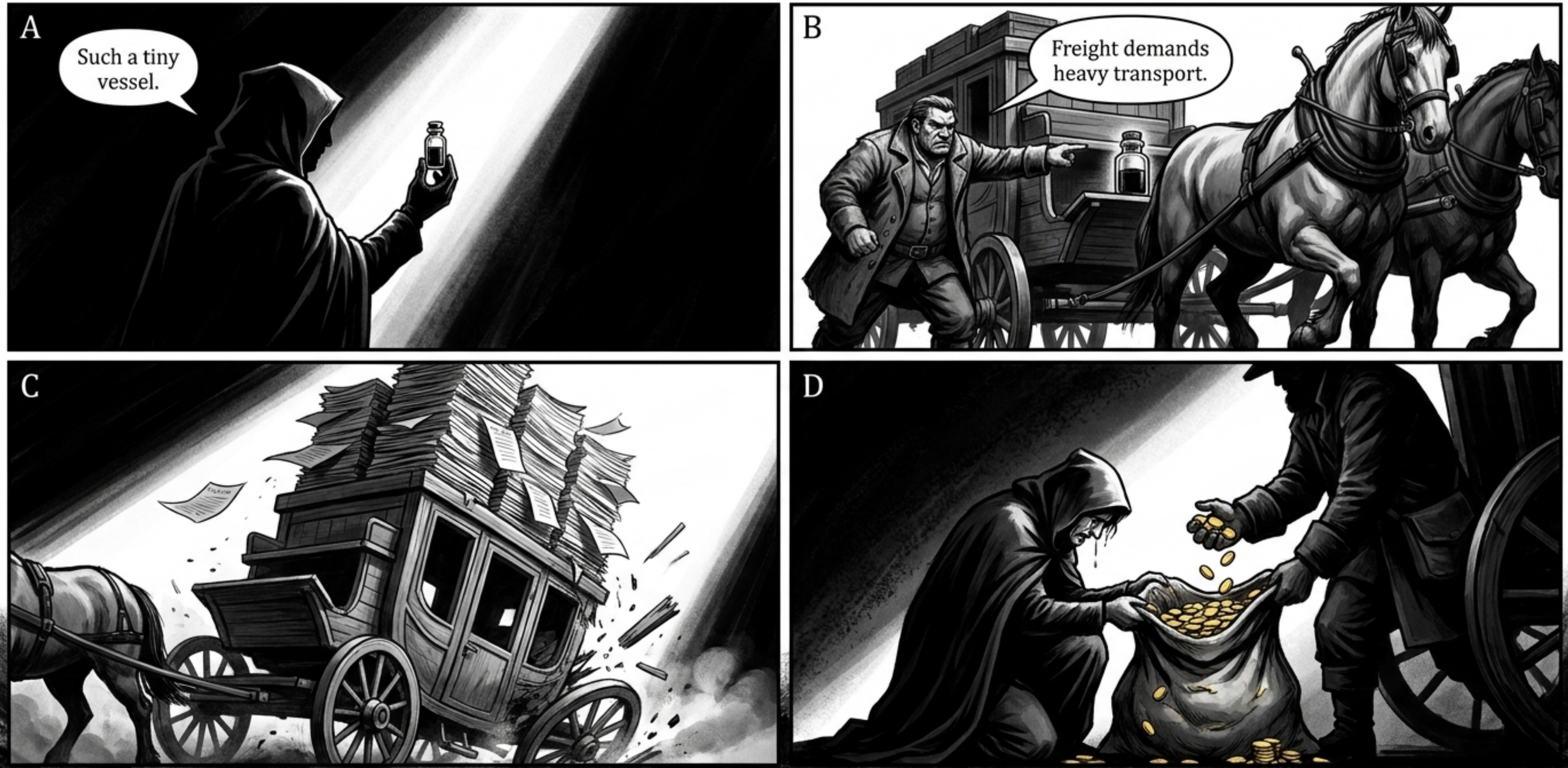


For businesses placing frequent small orders, freight costs dominate the difference between suppliers.

The carriage horse demands a premium for hauling a lonely drop of ink.