



## How Tortooga's New Way to Ship is Revolutionary

*Bringing Freight to the Marketplace*

LOS ANGELES, September 24th, 2018 - Tortooga is introducing its new online marketplace, where users can both buy and sell shipping container space in under a minute. The site offers real-time pricing, payment processing, and most importantly a simplified booking process. Tortooga is currently inviting people to register for their pilot testing program by registering through their [site](#).

The idea is simple; simplify the booking process. Making it both easier and faster for everyone. A key component of the site, is that all listings have set prices when they are created so that buyers know exactly what they will pay. Shippers looking to book don't need to wait on estimates from multiple companies and brokers, they can simply view a filtered selection of available inventory based on dates and locations.

According to CEO and Founder, Brody Luke, "Our goal when building the site has always been to alleviate inefficiencies for both carriers and shippers, by bringing them together directly." The company's mission is to offer a truly simplified shipping solution that is user-friendly and affordable. The site's features make the site very easy to use and takes out the frustration of trying to book a shipment.

Tortooga is on track to revolutionize the shipping industry by providing an open marketplace that is designed to increase efficiency on both sides of the business. The simplified process allows carriers to increase their container optimization and allows shippers to decrease their costs, while cutting down the amount of time it takes to manage a single transaction on either side. "We want to see an overall increase in the number of shipments being made, all in a fraction of the time it was taking users to book their shipments before using Tortooga," says Luke.

Tortooga is currently offering invitations to be a part of their pilot testing program. They are offering incentives to early adopters of the site and will continue to grant first access to those who register during the testing program. Visit the site at [www.tortooga.io](http://www.tortooga.io) today to join the pilot program.

**Ends**

For more information, please contact Brody Luke, CEO, by phone at (310) 920-6582 or email at [brody@tortooga.io](mailto:brody@tortooga.io).