

## Customer satisfaction and repeat business.

You already know the rule for success: satisfy the customer the first time or you likely won't get another chance. Period. Our international logistics service allows you to provide previously unimagined levels of customer service. We won't just help you win market share – we'll help you keep it, too! By acting as an extension of your company, we remove the risks involved in entrusting all or a portion of your logistics chain to third party suppliers. Your reputation for reliability is safe and secure.

## A complete export consultancy service.

canadaplus.com's logistics process focuses on the planning, implementing and controlling of an efficient and effective flow of your goods and related information from point of origin to point of consumption, conforming to your customers' requirements. Our expertise in government import procedures and in the management of carriers is unmatched. Let us help you get over your "learning curves" more easily and seamlessly.

## New technology and faster delivery.

canadaplus.com receives and sends data in both the ANSI X12 and EDIFACT transaction sets. We also work with many proprietary fixed-length files and can accommodate many communication protocols, including File Transfer Protocol (FTP) data transfers to our own secure FTP service. Armed with superior communications, canadaplus.com can help eliminate supply-chain costs and expedite your shipments to your customer's door.

Our facilities are strategically located at two major gateways: Windsor, Ontario in the East and Vancouver, British Columbia in the West – two locations that can cut transit times by four business days off of national delivery standards.

If you want to maximize your customers' satisfaction levels, look to canadaplus.com, the logistics partner that has helped industry's customer satisfaction leaders reach and hold the pre-eminent positions.



## Our customers get the last word.

**"Saint Gobain puts a ton of faith in the people at canadaplus.com and they always deliver the goods."**

**Big challenges.** At Saint Gobain, we manufacture a complete line of industrial and do-it-yourself abrasives products in the U.S. for distribution in Canadian markets under the Norton and Carborundum labels. When we decided to dismantle our two Canadian distribution centres and rely entirely on third-party service providers, we faced major challenges. Chief among these were:

1. How to replace the local knowledge base we relied upon to understand the Canadian transportation market and the regulatory environment.
2. How to ensure that our customers, who are consistently reducing the scope of their inventories, maintain reliable access to our products on a timely basis.
3. How to overcome the sizeable learning curve that stood between us and a properly functioning, end-to-end logistics operation.
4. How to ensure that our first choice in logistics providers was the right one.

**A reliable solution.** There are tremendous risks involved in entrusting your entire logistics chain to a third party. In doing so, you place your reputation for reliability directly in their hands. We talked to a wide variety of logistics suppliers, but ultimately chose canadaplus.com. Why?

- They are great people who thoroughly understand the North American logistics business and the ins and outs of the Canadian transportation infrastructure. Their knowledge of customs compliances and procedures is extraordinary.
- They are responsive to challenging situations and they are instinctive leaders who anticipate trends and technologies to help us get there first.
- They were able to "hold our hands" during the difficult transition periods, making the process easy and seamless.
- The fact that their account list inspired tremendous confidence was also a big factor.

I would, and often do, recommend canadaplus.com. They have been a tremendous part of our successful restructuring and their people are simply first rate.

– James Brennan, Transportation Manager, Saint Gobain



## The company we keep:

The following companies have been business-to-business clients of canadaplus.com for many years. Exceptional service that focuses on their needs has earned us their loyalty and ongoing business:

St. Gobain Abrasives  
New Pig Corporation  
Huberts Inc.  
Heritage Lace Inc.  
Ben Sherman Inc.  
Golf Town Canada Inc.  
Ortho Technology Inc.  
Town & Country Industries  
Campbell Group Inc.  
Shoes For Crews Inc.

**Corporate Office**  
2001 Huron Church Road  
Post Office Box 333  
Windsor, Ontario N9A 6L6  
Ph. (519) 966-3003  
Fax (519) 966-1363

**Western Canada Office**  
Units 205 and 206  
669 Ridley Place  
Delta, BC V3M 6Y9  
Ph. (604) 540-2088  
Fax (604) 540-2086

**Eastern U.S. Warehouse**  
27221 Northline Road  
Taylor, MI 48180-4400

**Western U.S. Warehouse**  
#8, 14th Street  
Blaine, WA 98230



## Supply chain management that dramatically reduces costs and transit times for international business-to-business shipments.

*Business-to-consumer services also available.*



Third-party logistics that manages every aspect of your international shipping program from dock to door, and back again if necessary.

“Are you well prepared? The U.S. market for businesses buying and selling to each other will balloon to \$6 trillion by 2005, from \$36 billion now.”

*Jupiter Communications, August 2001*

Prompt, reliable fulfillment and the availability of fully integrated logistics information reduces the cost of fielding customer inquiries, provides instant quotations, and enables prompt delivery that results in higher levels of customer satisfaction.

The three top reasons why customers remain loyal: convenience, price, and world-class customer service.

Over the last 10 years, company leaders have learned that their strategic development involves partnerships designed to improve logistics management, and that outsourcing frees them to focus on their main activities – those that generate revenue.

*Logistics Magazine, July/August 2001*

## Choosing a logistics provider.

### Problem

Shipping into Canada or the USA is either simple or complex, depending on how you approach it. If you give the job to most transportation services, they do not integrate the cross-border issues into their delivery services. Speed to the customer's door is sometimes suspect. The most efficient means are not always selected to meet your requirements. And if the customer wants to return the product, a procedural nightmare unfolds.

### Solution

canadaplus.com offers the best speed-to-cost ratio, and a value-laden solution that promotes repeat business. By providing a comprehensive supply-chain management program that integrates the border issues and arranges pre-clearances, we generally manage delivery one full day ahead of most transport industry standards, with all charges identified from the outset – no surprises, no let-downs. Read on...

## Everybody wants it yesterday.

### Problem

When an international delivery service handles your shipment, your customer may be forced to wait an inordinate length of time. Faster service is available, but the added cost is generally disproportionate to the perceived value. Delayed, inconvenient and expensive deliveries are a key factor in reduced customer satisfaction. When shipments are needed on a just-in-time basis, there is simply no margin for error whatsoever.

### Solution

canadaplus.com electronically pre-clears your shipments through Customs and lands them at our warehouse for same-day turn-around. We also contract through a variety of reliable carriers, each best suited to regional requirements, load type, and overall value for service. Either way, your customers receive your product on time, and in many cases, a day ahead of transportation industry standards.

## Single sourcing saves money.

### Problem

Managing an international shipping network is a complex task. Mismanaged border issues can lead to frustrations and extended delays. The varying standards used by regional carriers can also create delays, all of which requires energy to resolve and ultimately drives up delivered costs. Dealing with fourth- and fifth-party carriers also complicates your logistics chain, again adding frustration and cost to your operation.

### Solution

By taking control of the entire logistics supply chain, we allow you to provide better quotations and eliminate surprises. Helping your customers do their jobs more efficiently always earns rewards. By gaining an understanding of your strengths and your customers' needs, we effectively become an extension of your organization, helping you control costs and expand your market share.

## Dealing with mixed loads...

### Problem

It would be easy to manage your delivery needs if all of your customers always ordered the exact same load, each and every time. Unfortunately, the real world seldom works that way. From a box of widgets to a truckload of gadgets, your customers' needs may vary from week to week, or from shipment to shipment. Having a third-party logistics source able to manage the flux without sacrificing service standards becomes a key issue.

### Solution

Our complete service package is designed to accommodate a vast and changing flow of shipment types, including individual parcels, LTL and TL shipments. As required, we'll segregate your consumer shipments from your business-to-business shipments and apply the same unflinching standard of service to both, to promote the highest possible levels of customer satisfaction and repeat business.

## Drop-ship opportunities:

### Problem

The quality of the purchase experience is eroded on too many fronts if you ignore key delivery issues such as speed, convenience, cost and a user-friendly returns procedure. Ignore these issues and customers will likely never place an order. Managing shipments between your vendor and your customer can present logistical nightmares.

### Solution

With canadaplus.com, it feels like your customers are dealing with a local supplier; the border virtually ceases to exist. You can ship directly from your manufacturers or suppliers without additional paperwork or inconvenience. Upon receipt of your order information, we consolidate the order to ensure complete and direct shipment, thereby reducing end-delivered cost while also maximizing convenience for you and your customer.

## You want simple solutions.

### Problem

At first it may appear that certain delivery agents offer a full range of logistics solutions. But the underlying complexities of cross-border logistics and the associated delays and costs can damage relationships. As Yobie Benjamin, Chief of Global Strategy for e-commerce at San Francisco's Ernst & Young has said, "The customer rules... make a mistake and they probably won't come back."

### Solution

We begin every relationship by assessing each client's needs and expectations, and by customizing fresh approaches that simplify their processes. Our East and West gateways are strategically located for simplicity and convenience. We'll even coordinate multiple carriers, from courier to LTL and TL, or combinations of all three. And the ROI period is minimal.

## You want dependability.

### Problem

There are many solutions and delivery services available to help you meet your international logistics requirements. How can you be certain that your new partner will perform reliably in the long haul and provide your customers the highest level of value-added service?

### Solution

canadaplus.com is the Supply Chain Management division of Russell A. Farrow Limited, a company with nearly 100 years experience in international trade and transportation. Our company developed many made-to-order solutions tailored to our clients individual needs. We even developed and implemented the software used by Canada Customs to manage cross-border parcel traffic. Finally, our list of clients speaks for itself. We invite your inquiry.

Deliver to your customers in less time and for less cost than most domestic shipments. canadaplus.com: we help you deliver the highest levels of customer satisfaction.

## A fully integrated, end-to-end (and back again) parcel management consultancy.

From your door, we deliver your consolidated orders to our designated entry points into Canada or the USA, usually on the same day.

Invoice information is transmitted to canadaplus.com (via EDI or fax) and the orders are pre-cleared through Customs for faster delivery.

Shipments enter Canada or the USA the same day as arrival at our entry points. Arrival in Canada or the USA is electronically confirmed to you.

The customer receives delivery within a few days. A track-and-trace function allows us to monitor each step of the shipping process.

Return orders are shipped to a central Canadian or USA address and checked. A return notice is instantly issued. Tax and duty refunds are greatly simplified.

**canadaplus.com**

INTERNATIONAL PARCEL LOGISTICS

*Think Customer Satisfaction*