



## Customer satisfaction and repeat business.

You already know the rule for direct marketing: satisfy the customer the first time or you won't likely get another chance. Period. Our parcel logistics service and international marketing consultancy allows you to provide previously unimagined levels of customer service. We won't just help you win the Canadian market, we'll help you keep it, too!

## A complete export consultancy service.

canadaplus.com's service focuses on every aspect of the international parcel logistics chain, from your dock to the customer's door, and back again if necessary. We'll help you better understand the expectations of Canadian consumers and the peculiarities of local shipping infrastructures. Our expertise in government import procedures is unmatched; we developed and implemented the software used to manage international trade.

## New technology and faster package delivery.

Our Omniscan package-handling system meets the Canada Post Corporation's specifications. It automatically weighs parcels and scans dimensions, allowing you to leapfrog over certain Canada Post processes and arrive hours ahead of competitors' packages. Our faster turnaround also allows us to induct your parcels later in Canada Post's daily cycle, and still have them processed on the same day. And because the system is fully automated, we're able to process more volume on a more seamless, smoother flowing, and more customer-focused basis that directly contributes to the growth of your Canadian business.

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



## Our customers get the last word.

"Just wanted to pass along a very sincere thanks from all the folks here at L.L.Bean for getting us through a critical Christmas peak. Our sales are up and we're shipping on time, thanks to all your dedicated efforts. We'd like to thank, in particular, the folks who directly support the daily planning and movement of our packages..."

*Bob Olive,  
Sr. Logistics Manager  
L.L.Bean, Logistics Services*

"The advice of your staff on Customs issues, both in Canada and in international markets, continues to be unerring. Your group is an invaluable resource..."

*Laurel A. Milos  
International Director, L.L.Bean Inc.*

"Wanted to pass along some feedback from our people who work with your technical team. As part of our role, we often work with outside partners. However, we were particularly impressed by the responsiveness and support of the RAF (canadaplus.com) team, in particular, the following:

- Willingness to provide detailed specifications and samples of the order information;
- Willingness to use our region codes, rather than your own;
- In general, the team was very flexible and very responsive to requests and to making alterations when necessary;
- The team went out of their way to make sure that we all found solutions to roadblocks.

I think all of the technical team has been very supportive... Many thanks for getting our team up and running, particularly under some very short time frames.

*From the manager of a major international toy e-tailer who requested anonymity*



## Best of the Web

The following canadaplus.com clients have been rated "Best of the Web," an honor bestowed on less than .5% of Internet merchants:

llbean.com  
hannaandersson.com  
jcpenny.com  
mattel.com  
popcornfactory.com  
orvis.com  
basspro.com

### Other Web sites offering canadaplus.com

1800partyshop.com  
cooking.com  
nestentertainment.com  
shoesforcrews.com  
guthy-renker.com  
herbalmall.com  
pro-uni.com  
chpower.com  
hammacherschlemmer.com  
flagfables.com  
valleyvet.com  
orthotechnology.com

### Non Web-based services

Saint-Gobain Abrasives  
New Pig Corporation  
Huberts Company  
WearGuard Corporation  
Practicon 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



When America's most successful direct merchants ship to Canada, who do they call to maximize customer satisfaction?



The single-source, end-to-end (and back again if necessary) parcel logistics solution that promotes repeat business.

Fully 63% of Canadian online spending goes to U.S. web sites.

The projected Canadian e-commerce market for 2003, at \$80 billion, will be 44 times larger than the 1997 market.

Prompt, reliable fulfillment and the availability of fully integrated logistics information reduces the cost of fielding customer inquiries.

The 3 top reasons why Canadians buy online: convenience, price, and the local unavailability of the products they want.

The #1 barrier to higher Canadian spending at U.S. web sites: the inconvenience and cost of delivery services.

The Canadian market is well worth pursuing and canadaplus.com resolves all of your logistical challenges.

Source: IBM Canada Ltd. and the Retail Council of Canada

## Choosing a logistics provider.

### Problem

Shipping into Canada is either simple or complex, depending on how you approach it. If you give the job to most delivery agents, they simply ship the package and dump all the cross-border issues on your customer's doorstep. Shipping time and costs, the inconvenience of COD charges and overpayment of duties are common problems. 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 dealing with all the border issues (i.e. ensuring the lowest possible duties and taxes, eliminating COD charges, etc.) at the time of ordering, and by streamlining the Customs-clearance process, we generally manage delivery within 2 days of fulfillment, with all charges pre-paid. No surprises, no letdowns. Read on...

## Everybody wants it yesterday.

### Problem

When an international delivery service handles your shipment, your customer may wait up to 3-4 weeks for delivery. Faster service is available, but the added cost is disproportionate to the perceived value. Delayed, inconvenient and expensive deliveries are a key factor in reduced customer satisfaction. A typical 2-5-day delivery\* to Canada adds \$19.31 (USD) to the overall purchase cost.

### Solution

canadaplus.com electronically pre-clears your shipments through Customs and lands them at our warehouse for same-day turn-around. Customers receive your product, usually within 2-3 days via Canada Post's Expedited Ground Service. With canadaplus.com, the same delivery as at left\*, would add just \$9.68 (USD) to the overall delivered cost – a typical savings of approximately 50%.

\*Based on a 5 lb. package, valued at \$49.95, shipped from Memphis to Toronto, via standard UPS service. All examples based on typical U.S. dollar exchange rates.

## Nobody likes COD charges.

### Problem

Customers order your products and charge them to their credit cards, but the costs don't end there. If a small-parcel delivery service handles the shipment, your customers also pay shipping charges, duties and taxes, and COD fees upon delivery. The added cost can be surprising. That, and the inconvenience, can severely erode the pleasure of the purchase decision. And as the saying goes, "Once burned, twice shy."

### Solution

As a basic client service, canadaplus.com registers the country of origin of each product you sell, and provides information that allows you to quote all charges – including duties, taxes and shipping – all at the time of the sale. These charges form part of the credit-card total, and your customers always know the complete purchase cost in advance – no surprises and no inconvenient COD charges.

## And if they want to return it...

### Problem

Returns to the U.S. are a Canadian customer's nightmare and a significant deterrent to purchasing in the first place. Shipping charges, Customs declarations, bureaucratic procedures to recover Canadian duty and taxes... it takes so long to sort it all out that the refunds are typically not worth pursuing. Unfortunately, repeat purchases are often judged the same way: *not worth pursuing.*

### Solution

canadaplus.com removes these aggravations by providing a Canadian return address. Once returns arrive, we inspect them on your behalf and electronically notify you. Within hours, your customer can be informed of the credit card refund *in total*, including any taxes and duties paid. Returns are then priority-sorted to your preference, and shipped in consolidated containers to reduce costs.

## You need repeat business.

### 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 Canadian customers will likely never place an order. And even if they do, they almost certainly will not reorder. And yet existing customers are your most valued target group, the one that most deserves attention and nurturing.

### Solution

With canadaplus.com, your Canadian customers enjoy all the advantages they would get from a local supplier. Every aspect of the purchase experience is streamlined and simplified to the point where the border virtually ceases to exist. In the face of growing customer sophistication and heightened competition in a global marketplace, you simply cannot afford to lose such a large body of customers that you've worked so hard to win.

## You want simple solutions.

### Problem

At first it may appear that small-parcel delivery services offer the simplest parcel logistics solutions. But the underlying complexities generally prove costly, and the damage is often beyond repair. As Yobie Benjamin, Chief of Global Strategy for e-commerce at San Francisco's Ernst & Young has said, "The customer rules. If you make a mistake they probably won't come back."

### Solution

canadaplus.com begins every relationship by analyzing your needs and expectations, and by customizing fresh approaches that simplify your processes. And the ROI period is minimal. Whether you have to ship small parcels or entire truckloads of product, canadaplus.com can streamline and simplify your international commerce while improving customer satisfaction.

## You want dependability.

### Problem

There are many solutions and delivery services available to help you meet your international parcel 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 parcel logistics division of Russell A. Farrow Limited, an international logistics provider with nearly 100 years of experience in international trade. Our company developed and implemented the software used by Canada Customs to manage cross-border parcel traffic. Finally, our list of clients – which includes the direct marketing industry's highest achievers in customer service – speaks for itself. We invite your inquiry.

Deliver to Canada 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 Canadian orders to our designated entry points into Canada, usually on the same day.

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

Shipments enter Canada the same day as arrival at our entry points. Arrival in Canada 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 Canadian address. Parcels are checked and a return notice is instantly issued. Tax and duty refunds are greatly simplified.

**canadaplus.com**

INTERNATIONAL PARCEL LOGISTICS

*Think Customer Satisfaction*