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## Purolator Breathes Confidence Into BOMImed's Growth



Company Name:

**BOMImed**

Location:

**Winnipeg, MB**

Industry Sector:

**Medical Supply &  
Distribution**

### Summary

From a single employee based in Winnipeg, BOMImed has grown to 50 employees and experienced significant sales growth since it was founded. When a hospital needs anesthesia or respiratory products for their operating rooms (OR), critical care units or emergency rooms (ER), BOMImed needs to deliver ... and it delivers on time, every time thanks to Purolator Courier.

### Business Background

BOMImed is a privately-owned company specializing in the manufacture, distribution, and servicing of anesthesia and respiratory products. The company is an expert in adult and infant care ventilator workstations, adult and pediatric anesthesia systems, infant care incubators and warming therapy products, transport vital signs monitors, and pulmonary function products.

BOMImed founder and president David Olivier launched the company in 1985 by partnering with another company to deliver respiratory and anesthesia devices to hospitals in Manitoba, Saskatchewan and Northwestern Ontario. He saw an opportunity to build a different type of

medical services business, one that specialized in patient care. "I knew that too many companies were trying to be all things to all people but by specializing we could serve this specialized niche."

Olivier recalls those early days as a one-man office working out of his partner's warehouse. His focus was simple: provide the best possible service to our customers.

"Building on my background in health-related sales, I saw a real opportunity to bring a higher level of customer service and top quality OR and ER products to Canadian hospitals," says Olivier. "By partnering with another company that understood the medical side of our business, I was able to start the business small and set the bar very high. As we proved ourselves, companies came back and asked us to take on more and more."

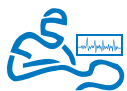
More and more meant reaching further across Canada, which is when Olivier says the business changed. BOMImed expanded into southwestern Ontario, then further east, and after a strategic investment in Vancouver and Quebec the Canadian market was fully covered.

"Now, we weren't just servicing a local market but we had to get products into hospitals from coast to coast in a timely manner."

For BOMImed customers, timely deliveries are mission critical. If the anesthesia supplies aren't there, surgeries could be cancelled. That's something BOMImed customers, and therefore BOMImed, had to avoid at all costs.

"Our customers are accustomed to getting things quickly and getting things accurately. There's no margin for error," says Olivier.

From its head office in Winnipeg, and with hospitals across Canada as customers, BOMImed needed to find a national transportation partner to make sure all of its



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deliveries arrived on time, and it needed flexible pick up times to send more products out the door on a daily basis.

## Solutions

Following a move to a new facility in Winnipeg, BOMImed found that its existing courier's service levels dropped. BOMImed comptroller Elaine Dahl says the company was looking for a solutions provider that could provide BOMImed with the reliability needed to get products to customers without fail, as well as the flexibility to maximize the number of products delivered every day. BOMImed made the switch to Purolator and hasn't looked back.

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"Price is, of course, an issue, but we also wanted to work with someone who cares about our business and is available when we call. If there's ever a question, we know we'll get an answer within minutes from Purolator," says Dahl.

BOMImed runs a business where time is of the essence. With doctors, nurses and patients relying on the product being there, BOMImed views customer service and on time delivery as critical to its success. For Dahl that means using a reliable courier partner who can deliver to all hospitals, even those in remote corners of Canada. In addition, it is important to be able to reach people at Purolator at any time.

"We know that with Purolator, we can get our devices to our customers when they need them," says Dahl. "We never want to put a hospital in trouble because a shipment didn't arrive. It would be unacceptable to have them cancel surgery because of us."

Olivier and Dahl say Purolator goes above and beyond to ensure customer satisfaction. BOMImed was attending a New York trade show and needed product for the show

opening the next day. Although this delivery needed to be made on a Saturday of a holiday weekend, BOMImed's Purolator representative tracked the progress of the package at every step.

"They were up all night making sure the package was delivered in my hands the next day," recalled Olivier. "They set the bar very high, just like I do. Purolator clearly cares about its customers and does whatever it takes to get packages in our hands and the hands of our customers. I know, no matter what, Purolator is on top of it."

## Centralized Shipping Saves Money & Increases Service

When the company moved into Quebec, BOMImed initially thought it needed a local warehouse and office to effectively manage that business. Leasing office space and staffing a warehouse was costly and Olivier knew there had to be another way.

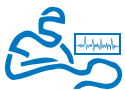
"It was cutting into our profitability and our ability to be competitive. Our customers simply wanted the best product at the best possible cost. We can do that from Winnipeg with Purolator."

Purolator proved that BOMImed could ship all of its products from Winnipeg to Montreal overnight and have them delivered to hospitals first thing in the morning.

"Winnipeg is the geographic centre of Canada, and Purolator helped us realize that we could efficiently ship to Vancouver or Quebec from right here, from one warehouse," says Olivier, adding when it closed the Quebec warehouse BOMImed was able to increase sales and service staff to better service local customers while still saving money with reduced distribution investment.

"We've got the guaranteed delivery we need, without the cost we didn't need. Our business in Quebec is growing and our customers are happy."

An added benefit for BOMImed is that the cost of running a business from Winnipeg is lower than in other parts of Canada, both in terms of space and staff. With a reliable courier company that can ship to more destinations across Canada than any other



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courier company, BOMImed has a leg up on its competitors who are shipping from the US, Mexico or Europe and have customs and border issues to contend with.

## Move To Manufacturing

With the Canadian marketplace well covered, BOMImed started looking for other areas where they could enhance the products and services offered to clients. BOMImed realized that it was paying far too much for the ancillary devices being ordered in customized configurations for its clients. And, BOMImed had little control over the time it would take to deliver the devices to their clients.

“With our own manufacturing facilities, we can turn around a customized configuration within days and get it to our customer in a timely manner,” says Olivier. “We are also reducing costs for our customers by controlling the process from here.”

documents. At the end of the day, BOMImed prints a complete manifest of all products shipped, complete with tracking numbers to easily monitor all their deliveries. Dahl says the Automated Shipping Solution is a real time saver for them, and increases the accuracy of their shipments.

Purolator is working with BOMImed to utilize the power of the Purolator Shipping System (PSS) XP, a next generation hardware and software system to automate high volume shipping, as well as the PSS Connect option, which allows BOMImed’s customer service representatives can access shipment information within seconds of being processed, and, with a few mouse clicks, can get shipping details for a specific client without putting them on hold while they check with the warehouse to find out when a package left and the estimated delivery time.

## Purolator Helps Business Grow

Olivier says working with Purolator is helping him build his business. Most hospitals use tenders to award contracts for products and services. When Olivier is asked to tender for a hospital contract, he has to turn around his proposal quickly, and he needs to send sample products with every proposal. An important component of any proposal is shipping and Olivier says that Purolator’s pricing formula makes it easy for him to estimate the cost of shipping his products based on box size, frequency of delivery and location.

“Shipping is an important cost that can eat into our margins if we miscalculate. With Purolator, we know their rates so there’s no guesswork and they really support us in keeping our prices down,” he says, adding that Purolator has helped BOMImed reduce shipping costs by recommending changes to box size to get the best possible rate for their customers.

“We know we are getting a competitive rate on shipping because of our volumes and that benefit is passed down to our customers. We know we can count on Purolator. They have helped our business many times.”

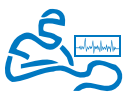
**Purolator has been a real partner when it comes to getting these customized products out the door.**

Purolator has been a real partner when it comes to getting these customized products out the door. With late afternoon pick ups, the BOMImed team can get more orders completed before the daily shipping cut off.

While many hospitals carry their own inventory, BOMImed is committed to fast turn around and delivery of all their products. “We try to get everything delivered within a few days so hospitals aren’t caught short,” says Dahl, adding that with Purolator they know even remote hospitals will get their products when they need them.

## Saving Time Shipping

From a technology standpoint, using Purolator’s Automated Shipping Solution saves BOMImed time. With all clients in a centralized database, the warehouse can easily package its products and print labels direct from its database, which eliminates possible errors and the need to handwrite



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BOMImed recalls submitting a tender for a major hospital contract across the country. It was an important piece of business and BOMImed needed to make sure the samples arrived the next morning. Purolator not only got the delivery out on time, but also made sure it arrived at the right department in the hospital before the tender deadline. BOMImed won the business.

Olivier says that shipping solutions are a critical component of its business machine.

They are well connected to the people here.”

Olivier chalks it up to harmony. “We share the same goals and ideals which makes them fun to work with,” he says. “Like us, Purolator sets high standards for customer service.”

## The Future

Growth has been a focus for BOMImed since it was founded in 1985 and Olivier predicts dramatic growth still to come. The business has just started to penetrate the US market and with increased business south of the border, BOMImed has a very bright future.

“The US market is 10 times the size of Canada. We see opportunities to grow our business there, while we continue to gain strength in Ontario and Quebec.”

The manufacturing facilities will continue to expand, predicts Olivier, and with that expansion will be a need for more and more courier support. “Our existing customers are happy and growing,” he says. “It is sometimes hard to find companies you can trust, but our trust factor is high with Purolator. We know they are with us as we grow, and are a key part of our high quality service to customers.”

With the addition of Purolator PSSXP with the PSS Connect option, BOMImed has the opportunity to further leverage time-saving technologies such as barcode scanning. By scanning the existing barcodes on BOMImed’s inventory, staff can track how much product is in each box, cross reference inventory and easily maintain an up-to-date inventory of customer deliveries.

BOMImed knows that with Purolator, it has cost effective shipping solutions that gets its products into the ORs on time, every time. It also has a solid courier partner that enables hassle-free business growth and delivers exceptional customer service.

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“Purolator is a very important piece of the puzzle of our success,” he says. “We are consistent in our business goals, and we know what we are good at. I think Purolator is like that too - they know what they are good at and they prove it, every day.”

BOMImed’s sales have increased dramatically since 1985, and with that increase in sales has come a need for more and more shipping services.

“Our business with Purolator has increased by 10 per cent a year for the last couple of years,” adds Dahl. “What we love about Purolator is that they are growing with us and are always available to help us.”

## Connected to Community

Beyond the business relationship, Olivier and Dahl say Purolator is part of the company, and they often forget that they are suppliers and not staff.

“Purolator has a heart, you can tell. They support the local community and are a compassionate group of people,” says Olivier, noting whether it’s a charity golf tournament, college fund or other local fundraisers, Purolator participates enthusiastically. “They are good citizens of our city and have solid values.



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