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## Sun Shines On Suntech Optics and Bugaboos Eyewear Shipments



**Company Name:**

**Suntech Optics Inc  
& Bugaboos  
Eyewear Ltd.**

**Location:**

**Vancouver, BC**

**Industry Sector:**

**Distributor ~  
Sunglasses &  
Reading Glasses**

### **Company Profile:**

Suntech Optics Inc. and Bugaboos Eyewear Ltd. supply retailers coast to coast with quality eyewear and accessories. For more than 30 years, these ready-to-wear eyewear companies have been expanding business in Canada and USA through the work of its 93 employees, retail customers and external partners.

### **Business Situation:**

With increasing competition, retailers are demanding more cost-conscious products, tighter inventories, faster deliveries and more promotional items to keep their customers at the height of sunglass fashion.

### **Solution:**

Purolator's Global Supply Chain Services helps Suntech Optics and Bugaboos Eyewear shade customers' eyes easier than ever before and allows the companies to make sure all displays are fully stocked and promotional products available for peak selling seasons.

### **Benefits:**

- Sunglasses hit the shelves a day or two sooner by integrating warehousing and shipping with Purolator Global Supply Chain Services
- Suntech Optics and Bugaboos Eyewear warehouse floor space is spared for more deliveries by using Purolator's short-term storage services
- Electronic integration saves man hours lost on data entry, which simplifies administration and improves operations
- Products handled safely arrive undamaged

### **Summary**

When summer hits, retailers need sunglasses fully stocked and ready for sale to customers. For Suntech Optics and Bugaboos Eyewear, that means making sure promotional merchandizing, as well as the latest fashions, hit store shelves quickly to meet hot sales periods. Suntech Optics and Bugaboos Eyewear trust their shades to Purolator Global Supply Chain Services.

### **Company Profile**

Suntech Optics and Bugaboos Eyewear are Canadian designers, distributors and merchandisers of quality eyewear, such as sunglasses and reading glasses, for retailers including drug stores, sports stores, specialty and big box retailers. Suntech Optics and Bugaboos Eyewear have a team who regularly visit their customer locations to ensure displays are fully stocked, merchandised to capture the consumer's eye and place new orders keep product fashionably fresh.

Competition in the sunglasses space is fierce and retailers are putting pressure on suppliers to increase inventory turns, target product towards specific consumers, get more cost-conscious products on the shelves with faster deliveries, while keeping more promotional items on hand so that customers are fashionably shaded every summer. Customers are much savvier when shopping for glasses and their demands are being heard by retailers.

"The business has changed a lot over the last seven years. Retailers are demanding more product and we are busier than ever before," says Trevor Perry, warehouse manager of Suntech Optics and Bugaboos Eyewear. "Customers want more value in the products they buy and retailers are passing those demands on to the suppliers like us. At the same time our costs are going up."

 **suntech optics**

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eyewear

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## Challenges & Solutions

The demand for lower cost products in an environment where costs continue to escalate means getting creative. Suntech Optics and Bugaboos Eyewear need to ensure the top selling sunglasses are in stock for the key selling period, while providing retailers with promotional end of aisle displays to capture additional sales.

**“Purolator has been a good partner that understands my business and its unique needs,” says Perry. “They have built a better distribution model and it really works. It saves us time and it saves us money.”**

The need for faster deliveries and creative shipping solutions to lower costs led Suntech Optics and Bugaboos Eyewear to Purolator. The companies had been using a combination of different couriers to meet shipping demands, particularly during its busy warehouse periods between December and June which is when they start stocking product for summer.

“We have to fill pipeline, get product out into stores and on the stands when the sun starts to shine,” says Perry.

Purolator Global Supply Chain Services helps these ready-to-wear sunglass companies enhance operational efficiencies. They are using leading technology to match invoices with customer orders, and attach waybill numbers to each order for easy tracking. In addition, promotional product arriving in Vancouver’s port can be delivered direct to stores in time for summer sales easily using Purolator’s coast to coast

network, while Purolator’s large storage capacity reduces crowding at Suntech Optics and Bugaboos Eyewear shipping facility – ultimately a perfect fit for both companies.

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## Sun Shines On Promotional Deliveries

In the past, Suntech Optics and Bugaboos Eyewear would receive containers at their warehouse and unload the product which would “cram the warehouse full of product and promotional material.” The companies would then generate customer lists, print off the invoices and pack up the shipment for delivery ... all on a crowded shipping floor. During peak periods, there could be as many as 250 orders being shipped out each day.

“For every day of sunshine we miss by not having the promotional material on the customer’s floor, we lose sales,” says Perry, noting customers would buy from someone else if Suntech Optics and Bugaboos Eyewear products are not stocked which means lost sales. “Customers won’t wait.”

By using Purolator Global Supply Chain Services, Perry freed up space in the warehouse, and handed over the warehousing and distribution to Purolator’s team. Armed with client orders, Purolator’s team packs, processes and ships promotional product orders directly from the container.

Retailers got product a day or two faster and that means more sales for customers of Suntech Optics and Bugaboos Eyewear. “The process of getting the shipment from the warehouse to the customer is quicker with Purolator. It’s all right there hooked into their distribution,” he says.

In addition to the time savings, moving the bulky promotional products to Purolator’s facility saves space, and allows the businesses to continue and grow efficiently.

“The promotions that came in this past summer would have taken up all of my floor space and I wouldn’t have been able to bring in other shipments until we cleared the floor,” he recalls.



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The new Purolator facility in Richmond, British Columbia also provides Perry with short-term warehousing to store his time critical summer promotional materials until they have to get into the retailers hands. This not only saves space in Suntech Optics and Bugaboos Eyewear warehouse, but also ensures the promotions head out the door at the right time to hit summer selling season.

"It is tough filling our other orders when the shipping floor is so full we can't move," says Perry, noting that Suntech Optics and Bugaboos Eyewear also save manpower time by handing off the entire distribution of promotional products to Purolator Global Supply Chain Services.

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## Technology Seamlessly Integrates Paperwork

Of critical importance to these ready-to-wear designers and distributors was matching up customer paperwork, including invoices and orders, with the right package heading to an up-to-date customer address.

Working with Purolator, they were able to integrate Purolator's online shipping software with Suntech Optics and Bugaboos Eyewear's Enterprise Resource Planning (ERP) system. This allowed Purolator to match shipments to customer information in the database, and send the correct waybill data back to the ERP system.

"We had the right paperwork with the right package heading to the right customer, and everything was delivered together," recalls Perry, who had experienced paperwork mix

ups with previous courier companies. "We also knew the customer had their invoice because it was attached to the box they signed for."

This level of integration is a time saver for staff, who no longer had to spend two to three hours a day entering shipping data into the ERP software. "The integration is excellent," says Perry. "We have the invoice number matched to the shipping waybill and can look it up easily if we need to track a package."

## Large Network Reach Makes Sales Easier

Using Purolator's coast to coast distribution network has also paid off for Suntech Optics and Bugaboos Eyewear sales reps and merchandisers.

"They generate orders using our Sales Force Automation software on a laptop and those orders are sent electronically to us here for shipping back to the customer," explains Perry.

"Purolator delivers directly to more places in Canada than any other courier company and has expanded their express service points across Canada. We can now get product from Vancouver to our retailers in a small Canadian town within one to two business days, which saves us more critical time over the other options we've tried."

Perry says some of their staff has noted it is easier for them to use Purolator than other courier because of its reach across Canada. That ease of use saves time for everyone.

## Safe Handling Drops Claims

Careful handling of fragile sunglasses and reading glasses is mission critical for Suntech Optics and Bugaboos Eyewear. When products arrive at a customer site damaged, the inventory can't be sold and the process or getting product on the shelves is delayed, missing potential sales.

"With Purolator, we've had virtually zero damage," says Perry. "We have perfected packaging over the years and with Purolator handling all our deliveries, we now have very little damage, unlike with the other carriers."





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## The Future

For the Bugaboos Eyewear, the future is growing market share in the United States with new partnerships and retailers. Bugaboos Eyewear plans for expansion in the US and internationally, they will continue to look to Purolator for innovative shipping solutions nationally and internationally.

With growth plans on the horizon, Suntech Optics and Bugaboos Eyewear are planning to double the pick ups made by Purolator at their warehouse from once a day to twice a day. This will allow them to process product on a 16 hour workday in the warehouse, leveraging two eight hour shifts.

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“We could pick and pack more products during the off hours that would go out the next morning, and then start again with a clear floor for the morning shift,” says Perry. “We could increase the number of orders getting out daily, and get sales on the floor faster for customers. Exceeding customer’s expectations is important to us and Purolator is helping us do this.”



For more information about how Purolator can partner with your organization to exceed your customer’s expectations, call a Purolator Representative today at **1-888-529-9777**

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