

Purolator intouch

Spring 2009



Helping small businesses turn the tide

How Purolator can add value to help drive your business through an economic downturn

"It seems logical to assume that the small business market must shrink during a recession. In fact, the opposite is true. During downturn economies, not only does the net number of small businesses grow, but the number of start-ups actually increases vs. previous years."

– Warrillow & Co., a subsidiary of Corporate Executive Board, SMB Market Insight Report

Through good economic times and bad, Purolator is committed to finding ways to deliver success for our business customers, from the largest manufacturer to the smallest microbusiness. We started with two employees, 50 years ago, and today we've built Canada's largest courier company and gained experience from helping over 200,000 Canadian businesses deliver more for their customers.

What's inside

- **Keys to small business success**
The factors that add up to above-average revenue growth
- **Success Stories**
Merit Travel books with confidence for safe arrivals with Purolator
- **Helping deliver the Games**
Join the countdown to the 2010 Winter Games

At Purolator, it's critical for us to support the growth and success of small business in every way we can. That's why it's important that your business is informed about all the services and solutions we have that can add value and save you money.

There are many ways you can harness Purolator's size and scope and turn it into a powerful advantage for your business.

Find out more inside...



Purolator helps your small business succeed

Pricing to help expand your reach for less

One of the key challenges that most small businesses face is the cost advantages a larger business gains due to its size. Purolator can help overcome that challenge with our unique pricing structure. We leverage the size and scale of our distribution network (the largest in Canada) so small businesses can take advantage of our immense operational efficiencies.


We capitalize on high-volume shipping routes and pass the savings on to you, our customers. So wherever your business ships the most, there's the opportunity to extend your reach further and pay less with Purolator, both regionally and across the country.

New ways to go global

According to Industry Canada's 'Profile of Growth Firms', small businesses that are more export-oriented grow faster than those that focus solely on the domestic market. Globalization, the growing impetus to think and act on a global scale, will see small businesses identifying foreign markets and foreign sources of supply as important parts of their strategies for growth and success.

With Purolator's Global Supply Chain Services™ we're uniquely positioned to help those small businesses succeed. We provide direct-to-market distribution, unloading containers at port after arriving by air, land, or sea, then creating custom store level or end-customer shipments directly from where the goods arrive in Canada.


We help increase speed to market, reduce labour costs and minimize inventory costs. It's a way for business to grow without expanding operations and is a secure and efficient model for Canadian global business.

 To learn more about Purolator's Global Supply Chain Services, visit purolator.com/global

Innovative online capabilities

Online services can help make small businesses more efficient. According to Industry Canada, only 45% of small businesses conduct online purchases and transactions, compared to 74% of larger businesses. Using the Internet as a business tool can help level the playing field with larger corporations.

We're ready to help small businesses become more productive with Purolator E-Ship™ Online, the faster, easier way to ship. Easy to learn and easy to use, it enables you to create shipments and labels, schedule pickups, and get estimates any time and anywhere there's an Internet connection. It allows you to track in real time and reduces time and effort.


 To learn more about Purolator E-Ship™ Online, visit purolator.com/eshiponline

Flexible savings plans to impact the bottom line

History shows that small business and entrepreneurial strength will lead an economy out of hard times. Unfortunately, small businesses also lead us in. They're often the first to feel the effects.

We've built maximum flexibility into our Purolator Preferred Savings Plans. Our goal is simple: businesses of all sizes with the widest range of needs can save the most where they ship the most.

Our savings plans are tailored specifically to what, how and where your business ships – Document, Express, Regional, National or International – so you will receive the greatest savings on the services you use most often.*

 To learn more about Purolator's Preferred Savings Plans, visit purolator.com/savingsplans





Success Stories

Every day we help Canadian businesses turn challenges into opportunities for better ways to do business. Discover real-world examples of how we deliver real solutions for companies from all sectors.

Merit Travel books Purolator to proactively solve challenges together

Merit Travel Group Inc. specializes in niche travel services for business and vacation travellers across Canada. With growing demand, Merit Travel has rapidly expanded operations, from a one-office business to a national agency with more than a dozen locations.

Facilities Manager Connie Merrithew has helped manage company growth for the past decade. “We were having some challenges with our previous shipping partner,” admits Merrithew, citing lost tickets and travel documents, and an overall lack of responsiveness.

She confidently booked Purolator – the largest shipping network in Canada – to overcome these business challenges.

Challenge: Early morning deliveries

Solution: 9 a.m. and 10:30 a.m. guaranteed* services

To avoid losing precious time, money and lost productivity, Merit Travel needs to send packages to field staff overnight for early-morning delivery. The earlier shipments arrive at their destination, the earlier staff are up and running. Purolator’s 9 a.m. or 10:30 a.m. guaranteed* delivery ensures no lost time – or productivity.

Challenge: Ticket security

Solution: Real Time Tracking and Proof of Delivery

“Staff are so busy that once a trip leaves their desk, they don’t want to have to worry about it,” says Merrithew. Purolator’s Real Time Tracking and Proof of Delivery ensures peace-of-mind because travel tickets and tour packages can be tracked from pick-up to delivery.

Challenge: Tracking time and costs

Solution: Online shipping solutions

Merrithew appreciates the ease and speed of Purolator’s online shipping solutions. Cost centre referencing can be grouped and subtotaled on an invoice or financial report, delivering a fast and accurate picture of courier spends. It saves Merit time and energy, while boosting accuracy and turnaround times.

Challenges solved

Switching to Purolator solved many of Merit Travel’s delivery challenges. Lost shipments and lost time are down, and productivity and security are up.

“Purolator is constantly changing and growing to meet our needs, and we appreciate innovations such as low-emission vehicles, online shipping and new technology to make things easier and easier for us.”

– Connie Merrithew, Facilities Manager,
Merit Travel Group

 To learn more about Merit Travel and other success stories, visit purolator.com/success

*Certain terms, conditions and geographical restrictions may apply. Please refer to your Purolator Rate and Zone Guides as well as your Preferred Savings Plan for full details. Discount is based on maintaining a minimum shipping requirement. Rates and discounts are subject to change without notice.

Helping deliver the 2010 Winter Games

The official countdown to the Vancouver 2010 Olympic and Paralympic Winter Games has begun. As our athletes dedicate themselves to their training, Purolator dedicates itself to helping deliver the excitement of the Games.

As the Official Courier, we've been entrusted by VANOC to deliver many of the critical items that will bring the 2010 Winter Games to Canada. From event tickets to merchandise, to the development of solutions, to the unique and complex needs of the Games, we will deliver from coast to coast.



- **Delivering tickets for 380 spectator events as well as an estimated 130,000 packages containing 2010 Winter Games merchandise.**
- **Creating tailored pickup and delivery schedules in order to service the city of Vancouver and the Resort Municipality of Whistler.**
- **Developing customized solutions for the complex challenge of servicing the Athlete Village and Media Centre leading up to, and during, the height of the Games.**



It is said that one does not show up to the Games to train, but rather, ready to compete. To become Canada's largest courier company, we have been training everyday for almost 50 years to deliver for Canadian businesses. We are ready.

Whether you're shipping across town, across the country, or around the world, you can rely on Purolator to provide reliable and cost-effective solutions that support where your business is going.

Did you know...

- The Vancouver 2010 Olympic Torch Relay is a 45,000km long journey completed by 12,000 torchbearers
- 145,000 ticket requests were received for the Men's Gold Medal Hockey Game
- 2,500 athletes will compete in seven sports and 86 events
- More than 200 Canadian athletes will compete

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The faster way to stay in touch is also better for the environment

Once you're on our e-mail communication list, you'll receive the online version of future Purolator intouch newsletters, plus regular e-mails that keep you up-to-date on the latest from Purolator. Save paper and be the first to know about all of the new ways we're working to make shipping easy and efficient.

Subscribe now at purolator.com/businesscentre

President's Message

History has shown that the small business sector plays a major role in lifting our economy out of a recession, creating more jobs and finding new opportunities. At Purolator, we're committed to helping in every way we can.

We'll do it long term by continuously offering innovative new products and services. And we'll do it now, finding more ways to add value whenever we can and wherever we do business.

That's why the focus for this issue is how our small business customers can leverage the unique size and scope of operations of Canada's largest courier to provide maximum value and benefits.



Bob Johnson,
President and C.E.O.
Purolator Courier Ltd.

