

# in the news



## **PUROLATOR INTEGRATED SOLUTION BYPASSES INTERMEDIATE DC TO REDUCE TRANSIT TIME**

*By Jan Westell*



*IT'S ABOUT TIME: Purolator president Robert Johnson is all smiles because he believes his new direct-to-store global supply chain service will significantly reduce transit times and minimize inventory storage costs.*

Global trade continues to evolve at a rapid pace, particularly Asian imports being shipped through the port of Vancouver.

Traditional global supply chain networks involve transporting goods from an off shore factory into a container, which is loaded and shipped by air or ocean freighter. After clearing customs, the goods are then sent by rail or truck to a retailer distribution centre, and then shipped to individual stores.

In contrast, Purolator Courier Ltd. has designed an integrated solution intended to bypass an intermediate distribution centre, which can reduce transit time substantially. Purolator recently launched

its new global supply chain services, based at a new facility in Richmond, B.C. The new service is fully integrated with Purolator's courier and freight distribution networks, thereby reducing the time to get product from overseas to stores shelves in Canada.

Purolator's global supply chain service is based on direct-to-store distribution, where (after clearing customs) the container is unloaded at the Purolator deconsolidation centre near the port. A store-specific shipment service is provided from there. By going direct-to-store from the port, the overall transit time can be reduced by up-to-one week, according to Purolator, which will minimize the business costs related to long-term inventory storage.

"Our solution streamlines distribution flow resulting in significant efficiencies and improved time to market," said Purolator Courier president and chief executive officer, Robert Johnson, who was speaking at the launch of the new service. "For instance, by going direct-to-the-store from the port, the overall transit time for a typical shipment from a factory in China to a store in Canada, can be reduced by one week or more."

Johnson adds that not only does the direct-to-store solution benefit companies from a logistics and cost perspective, but it also offers a positive impact on the environment through reduced shipping requirements. As well: global supply chain services offers an additional advantage to high-growth Canadian companies that typically do not have the facilities or labour capacity to keep up with the growing demand for its products.

"These companies can leverage the facilities, processes and expertise of Purolator global supply chain services, to meet the demand, without incurring the additional cost and complexity of expanding their operations," said Johnson. "Instead, they can focus on other aspects of their business and leave the distribution of their goods throughout North America, to Purolator."

Top frequencies and destinations worldwide. Simply and conveniently. Find out more at [www.lufthansa-cargo.com](http://www.lufthansa-cargo.com)

**Networking the world.**

**Daily** belly capacities

**Calgary – Frankfurt and Toronto – Düsseldorf.**



**Lufthansa Cargo**  
The business to business class.

# in the news



More specifically, the integrated program is designed to combine a range of Purolator's services to meet individual customer needs, including: transporting goods from a foreign country to Canada, using a third party ocean or air carrier; undertake the process of clearing customer's goods through customs; provide short term storage of goods until they are ready for distribution, if required; sort and combine a variety of goods into a customized combined shipment for each store or customer; and direct-to-store distribution through Purolator's courier and freight network across Canada.

One Vancouver company that has already taken advantage of Purolator's new integrated service is Suntech Optics Inc. and Bugaboos Eyewear, a Canadian designer, distributor and merchandiser of quality eyewear, such as sunglasses and reading glasses.

Competition in the eyewear market is fierce, and retailers want adequate inventory supply in a timely fashion, especially when the market warrants demand.

By relying on Purolator global supply chain services, the eyewear company took advantage of short-term warehousing, on-line shipping software for accurate delivery, and efficient coast-to-coast distribution. As a result of competitive distribution, the company is now considering expansion to the US market, and further internationally. It plans to double the pick-ups made by Purolator at its warehouse, a delivery system that has proven to be profitable and impressive, according to the eyewear distributor's warehouse manager.

"Exceeding customer's expectations is important to us, and Purolator is helping us do that," says company spokesman

Trevor Perry.

Purolator has built a new 106,000 sq.-ft. Richmond facility, for the new service, which has the capacity to triple in size, and features innovative semi-automated material handling equipment. The facility's close proximity to all Lower Mainland port facilities and the Vancouver International Airport is intended to provide efficient customized service, by getting products from the port to the final destination, faster than ever before.

### MORE AVAILABLE ONLINE

For daily industry news and events, management tips, software announcements and research updates go to:

[www.ctl.ca](http://www.ctl.ca)



**SAINT JOHN PORT AUTHORITY**  
**PORT**  
 SAINT JOHN  
 ADMINISTRATION PORTUAIRE DE SAINT JOHN

MONTRÉAL, QUÉBEC CITY, BATHURST, SYDNEY, CHARLOTTETOWN, SAINT JOHN, HALIFAX, YAR MOUTH, BOSTON, NEW YORK

The Port of Saint John serves the region's cargo industry and tourism sectors. From mining, forestry, and aquaculture to containers and cruise ships, the Port moves people and products.

[www.sjport.com](http://www.sjport.com)

That's Why We Call Saint John the Port City!

**MacKinnon  
Transport Inc.**  
*The Carrier of  
Choice Since 1929*



Call us for  
all your  
warehouse,  
transportation  
and logistics  
needs.

**1-800-265-0444**

[www.mackinnontransport.com](http://www.mackinnontransport.com)



*Helping  
You Be the leader in Customer  
Driven Quality Logistic Solutions  
- The Carrier of Choice*



**in the news**



**SNOWDEN TAKES HELM AT CIFFA**



Ruth Snowden is the new executive director for the Canadian International Freight Forwarders Association (CIFFA).

Snowden brings a diverse background of leadership, industry and association experience to CIFFA.

During her long and varied career in freight forwarding she has filled several senior sales, management, and executive positions – always with CIFFA member companies. She has been actively engaged with CIFFA for many years, first as a volunteer director of education for the Central Region and more recently in a consulting capacity.

Snowden has a BA from the University of Toronto's prestigious Trinity College. She has also earned certification as a Professional Logistician (P. Log) from the Logistics Institute. She has taught hundreds of adult learners and is a frequent guest speaker at industry events. In her community, Snowden took a leadership role on the task force to launch the Women in Logistics initiative where she continues to serve as a director.

CIFFA represents approximately 220 small, medium and large freight forwarding companies in Canada, many of which are part of larger corporations having offices in many countries around the world.

**DHL PUSHES AHEAD WITH TORONTO EXPANSION**

DHL Global Forwarding, part of the logistics division of DHL, has embarked on a major expansion of its Canadian logistics network with the move to a new, consolidated facility housing its Toronto regional operations and the freight forwarding unit's Canadian country headquarters.

The expansion calls for DHL Global Forwarding's two primary facilities in Toronto to be integrated into a single location encompassing 177,000 square feet of warehouse space and 34,000 square feet of office space. The new facility more than

doubles the amount of cargo warehousing capacity for DHL's Toronto-area logistics customers and is equipped with a security program custom designed to meet CBSA, C-TPAT and PIP requirements and is Transport Canada Compliant. A separate warehouse and distribution operation in Toronto, encompassing 100,000 square feet, will continue to operate as before. With the expansion, DHL Global Forwarding has 277,000 square feet of warehouse and distribution space under management, making it the largest freight forwarding operation in Toronto, the company claims.

The new facility is located in 6200 Edwards Boulevard in Mississauga, Ont. It will serve as DHL Global Forwarding's Canadian gateway for international air freight and ocean freight services, transborder as well as the domestic pivot for the company's heavy freight network and customs house brokerage operations.

The Toronto facility has been built in keeping with Deutsche Post World Net's global commitment to energy efficiency and environmental responsibility. An advanced lighting system is expected to yield a 73% reduction in energy consumption for lighting. In addition, the building's environmentally friendly design will result in greenhouse and noxious gas emission reductions equal to savings of more than 15,000 gallons of gasoline a year and driving 956 fewer miles each day.

DHL Global Forwarding operates its Toronto warehouses in a "multi-client" environment where many small to mid-size customers lease warehousing space depending on their needs. Another fast-growing segment is "non-resident" importers, mostly of US-based companies that employ Canadian sales forces that need access to products after they have been sold.

**MORE AVAILABLE ONLINE**

For daily industry news and events, management tips, software announcements and research updates go to:

[www.ctl.ca](http://www.ctl.ca)

