

CANADIAN MANUFACTURER DISCOVERS THE SOLUTION TO SERVING U.S. CUSTOMERS

"MADE IN CANADA" is a source of pride for David Marco and Hylton Karon. Co-owners of **Coconut Grove Pads, Inc.**, their company manufactures intimate apparel accessories for customers worldwide. "Our products are in demand by U.S. retailers," says David. "But shipping small packages economically was becoming an issue." So, David began looking for solutions.

His quest lead him to UPS. More than a great delivery company, UPS offers **new**

cross border services that help Canadians tap the U.S. market.

"Now," says David, "we consolidate multiple orders into one shipment to the border — paying just one shipping fee." UPS then breaks down the shipment at the UPS facility in Buffalo and couriers the individual packages to customers throughout the United States. "At U.S. domestic rates!" David points out.

Since discovering UPS cross border services, David and Hylton predict their

southbound business will grow. "Returns are now handled with ease, collecting cheques on delivery is no problem, and we can track orders online." In addition, Coconut Grove Pads can now serve U.S. customers as easily as any U.S.-based company. "And that," says Hylton, "is a competitive advantage."



TAKING A BYTE OUT OF EXPORT COSTS



YEARS AGO, when **Bytes of Learning Inc.** began exporting to the United States, they shipped by mail. "There was a time when we

handled all our distribution in-house," says president Art Willer. "But we learned that success meant focusing on those functions we do well — and outsourcing the rest."

industry. UltraKey®, their keyboarding instruction software, is a bestseller.

Through its facility in Buffalo, New York, UPS handles inventory and order fulfillment for Bytes of Learning. "We find it very economical for UPS to warehouse our products in the U.S. and ship from there," says Art. "If we served our U.S. customers from our location in Canada, I estimate the costs would be twice as much."

Bytes of Learning also relies on UPS for returns handling and a U.S. postal address. Dealing with the UPS facility in Buffalo for over a decade, Art Willer sees the **new UPS**

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What Bytes of Learning does very well is develop and publish educational software. With customers throughout the United States, the company is ranked in the top 10% in their

cross border services as an enhancement of his export solution. "We've grown 800% in the past eight years. And they have been very, very reliable."

SHOE IMPORTER FINDS THE PERFECT FIT

AFTER 30 YEARS experience in the shoe business, Phil Zwibel knew exactly what he needed: "The right distribution partner."

As general manager of **American Servas**, Phil imports shoes from Germany for upscale retailers throughout North America. Initially cross-docking directly to his customers, this approach became unworkable as his business grew. "We needed warehousing and other services," says Phil. And he found these in abundance with the **new UPS cross border services**.

- Consolidating courier, LTL & FTL
- Cross-docking and forwarding
- States-side warehousing
- Pick and Pack order fulfillment
- Combined entry for customs clearance
- Returns management
- And more

"What I really like is the online tracking. I don't have to chase people anymore asking where my goods are." And with more than 300 U.S. accounts — and growing — this feature alone is proving to be a competitive advantage.

"Have I found the right partner in UPS?" Says Phil, "Absolutely!"



Stay North. Grow South. And Prosper.

Through UPS Customhouse Brokerage, Inc., UPS offers new cross border services for Canadian companies building business with U.S.-based customers.

For more information: **1 800 288 5329** ecomcan@ups.com