

Purolator: Specialists in Shipping to Canada

While he says it's still too early in this phase of the currency valuation game to know how much trade will expand northward, the head of the U.S. division of Canada's largest courier service and his colleagues have been putting the pieces in place to be primed for growth.

John Costanzo, President of Purolator USA for the past six years, has begun to see a pick-up in Canadian companies buying industrial equipment from U.S. vendors.

"In situations where people are building or replacing equipment and looking for better purchasing options, the U.S. is suddenly looking more appealing."

Organized with a staff of two in 1960 as the Canadian subsidiary of an American courier, Purolator has grown over four decades to become one of the country's largest employers. Although it has recently added inter-U.S. deliveries to its offerings to be able to increase the value proposition it can offer customers, the bulk of Purolator's traffic involves moving freight into and out of Canada.

As such, it is ideally positioned to exploit the export surge as Canada's largest integrated distributor.

"We want to own the cross-border trade; we focus 100% of our energy on that everyday."

Costanzo points out that Purolator is positioned to offer its Canada-bound customers faster service with better distribution at reduced costs. Rather than treat Canada "as the 51st state," which is how he characterizes the competition ("Canada bound packages get picked up in the sweep



John Costanzo, President of Purolator USA

of domestic freight and delivered in the same profile, which often means unnecessary air"), Purolator can consolidate Canada-bound packages in its U.S. distribution centers and deliver them via ground line haul overnight.

"With our service, we're going to consolidate your 100 packages and charge you one clearance charge. Other companies shipping to Canada will ship 100 separate packages, incurring 100 separate charges. We'll send it up as a consolidated freight shipment and then when it gets there, break it down into its parts."

Another benefit of this model—all the more valuable with the expensive loonie and cheap dollar—is the ability to eliminate dedicated Canadian distribution centers and ship directly from U.S. facilities via Purolator land haul next day delivery.