

Customer Case Study

Unisync Group

Purolator customized services from end-to-end to deliver Unisync's award-winning uniforms to Air Canada employees



Purolator delivers on every promise for Unisync's high-profile uniform rollout.

If every package is a promise, Purolator kept all **31,000** out of **31,000** of them to Unisync, delivering that many new uniforms to Air Canada employees from coast to coast.

Equally as important to Unisync, Purolator kept its promise to custom fit the entire delivery solution to satisfy a list of specialized requests.

A custom fit is important for uniforms and delivery services.

"Unisync is a service company... that provides great uniforms," President, B. James Bottoms says enthusiastically. "You will hear me say that often. If we approached our work as a commodity business, we probably wouldn't still be in business."

For James it has always been important to find innovative ways to deliver more value to Unisync customers through service. For the Air Canada new uniform project, that meant designing and producing a fully coordinated **150-piece** collection for more than **30,000** employees with renowned Canadian designer, Christopher Bates. As a result, the collection has won three national and international awards.

"For us and for Air Canada, it was critical that the uniforms were distributed with the same care with which they were created," James says. "In the RFP process for this project, we requested a long list of customized distribution solutions. Purolator met each one with a 'yes we can do that and here's how' response. Their service-first philosophy resonated with us because it's how we do business, too."

UNISYNC



Industry

- Corporate apparel and workwear



Unisync Quick Facts

- 90 years of excellence in the uniform industry
- Customized and in-stock apparel options
- 3 industry awards received for the Air Canada New Uniform Program



Challenge

- To distribute more than 30,000 uniforms to Air Canada employees in a short timeframe with extraordinary attention to security, tracking and damage-free delivery



Solution

- Signature-required services
- Extended hold-for-pickup window (10 days)
- Enhanced real-time tracking and reporting
- Dedicated customer service
- 99.3% direct delivery via Purolator (no hand-offs)



Results for Unisync

- Every uniform in-hand on-time in excellent condition
- A truly customized service model that can be used again
- Strengthened relationship with Air Canada

Day-to-day courier and freight reliability with more custom projects in the future.

Unisync has been shipping with Purolator since 2011, using both small parcel courier services and LTL freight services. James notes that while the partnership has always been a strong one, the Air Canada project highlighted the true value of a highly flexible shipping partner.

"It is critical to work with responsive suppliers our clients can trust. Successful deliveries reflect positively on us... just as unsuccessful deliveries reflect negatively. We have always been pleased with the day-to-day service from Purolator, but this was our first special project together of this magnitude. I can only surmise that it won't be our last. Purolator exceeded our expectations throughout this project. In fact, with more than **30,000** uniforms picked up, staged and delivered, I can't think of even a single Air Canada employee who had a significant issue with the delivery of their parcel. That is simply fantastic service and the kind of partner we want to work with again and again."



"Purolator accommodated every special request we made, bringing members of almost every business unit together – operations, delivery, retail and IT– to ensure a seamless solution."

B. James Bottoms, President,
Unisync Group Limited

Courier solutions that are anything but off-the-shelf.

Unisync's list of customized solution requests for the Air Canada New Uniform Project included:

- 1 Enriched tracking and reporting**
Both Unisync and Air Canada required the ability to see exactly where any order was at any time, on-demand
- 2 Heightened security**
A uniform in the wrong hands is an enormous security risk so signature-required services and true cross-Canada reach with minimal handoffs was critical
- 3 A ten-day hold-for-pick-up window**
An extra-long window was necessary to accommodate crew members on extended layovers
- 4 Speed and damage-free service**
Every uniform had to be in-hand in excellent condition for Air Canada's March 2018 launch
- 5 A balanced budget**
Even with all the customization, the cost for delivery had to be respectful of the project budget

Purolator
Promises delivered®