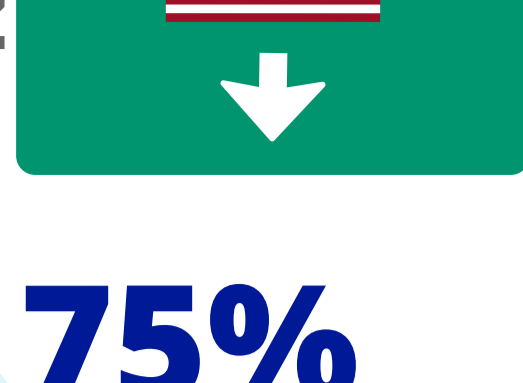


Checklist: Are You Ready to Export from Canada to the U.S.?

An increasing number of small businesses are expanding their market by exporting from Canada, and with good reason. Canadian small businesses are able to capture a large amount of additional customers that live within close proximity, hold similar demographics and are quite happy to pay in Canadian dollars due to an attractive exchange rate.



75%

of all Canadian exports go to the U.S.¹



Before you make your first U.S. business shipment, make sure you've covered every aspect that could impact your success stateside.

For simplicity, here's our checklist to determine if your small business is ready to export from Canada.

✓ You have a scalable supply chain in place.

When making the decision to expand your market scope, your supply chain must be prepared for growth. [Scale your supply chain](#) and be confident that you could handle a major influx in customers, sales or activity, without impacting your performance.

The U.S. market is **10x**

bigger than Canada's. A great opportunity for Canadian businesses to grow!²



✓ You can estimate your U.S. shipping costs.

Shipping to the U.S. is more expensive than domestic deliveries. Offset costs by charging a premium for cross-border delivery.

TIP: If you're offering cheap shipping as an incentive, protect your margins by cutting costs elsewhere. Learn how in our article: [5 Tips for Saving Money on Shipping](#)



✓ You can comply with the USMCA trade agreement.

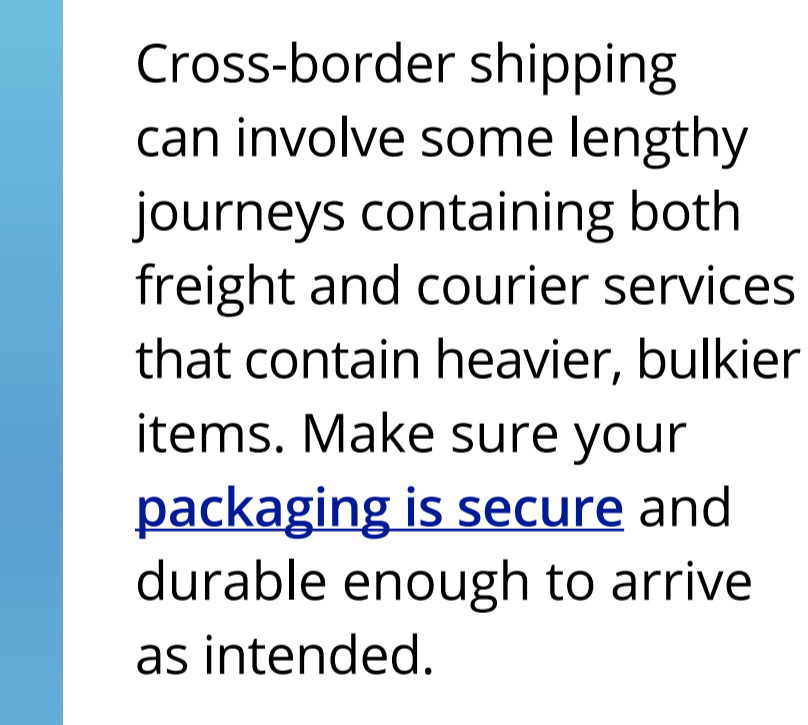
The USMCA trade agreement is now in place, so make sure you're familiar with the new rules and have the support of a broker to ensure compliance. Read our [USMCA article](#) for commonly asked questions, information on the necessary paperwork and the applicable trade agreement benefits.



✓ Your packaging is sturdy enough for long-distance shipping.

Cross-border shipping can involve some lengthy journeys containing both freight and courier services that contain heavier, bulkier items. Make sure your [packaging is secure](#) and durable enough to arrive as intended.

79% of customers would not purchase from a retailer again if a delivery was damaged.³



✓ Your service team is prepped for international inquiries.

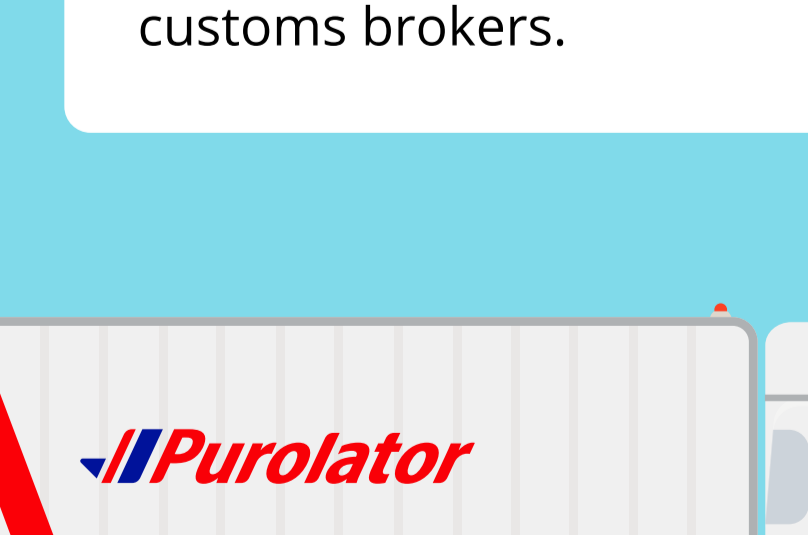
Like with any new service, you're likely to find new questions asked to your service team. Prepare them in advance with answers about U.S. shipments, payments and returns.



✓ Your delivery partner provides streamlined cross-border shipments.

Limit the risk of late, broken or lost deliveries – and a negative customer experience. Transport your goods cross-border reliably and securely. Make sure your delivery partner can provide door-to-door delivery, and has a wealth of experience in U.S. logistics with approved customs brokers.

TIP: A knowledgeable, high-performing shipping provider can help you [gain the loyalty of a new market](#).



Let's get started!

Ship to the U.S. with Purolator's reliable and trusted services.

[Contact us](#)