OVERVIEW OF MARKET, LOGISTICS ISSUES:

Canada Offers Tremendous Opportunity for U.S. Online Retailers

Purolator
We deliver Canada

Introduction

When a Wisconsin-based manufacturer of hunting apparel decided to expand its customer base, Canada seemed like a natural fit for its heavy-duty, high-quality products. The company took the time to research the Canadian market, enlisted an experienced logistics partner, and developed a Canadian version of its website. Soon, orders started rolling in, and today Canadian consumers account for a growing share of the business's revenue.

Stories like this are a common occurrence as U.S. online retailers increasingly realize the tremendous opportunity within the Canadian market. Canadian consumers are among the world's most prolific online shoppers, and both the U.S. and Canadian governments are committed to encouraging cross-border sales and improving the customs clearance process.

Canadian shoppers spend roughly US$27 billion annually on online sales, and eCommerce has experienced double-digit growth in each year since 2010. In fact, eMarketer forecasts Canadian online spending will see double-digit increases through 2019, reaching US$40 billion.

Canadian online spending currently accounts for six percent of total retail spending in that country. By way of comparison, U.S. online sales account for nine percent of total spending.

At the same time, as Canadian consumers are increasingly drawn to the convenience and flexibility of online shopping, Canadian retailers have been slow to meet demand for online service. Research published by Canadian Business found less than half of Canada's businesses maintain a website, let alone an eCommerce platform. Similarly, the Retail Council of Canada's 2015 eCommerce benchmark survey found that of the Canadian retailers with an online presence, more than half—52 percent—have been selling online for less than four years, with fully 25 percent new to eCommerce within the last 12 months.

Many reasons are cited for the lack of eCommerce proficiency among Canadian retailers: ingrained shopping habits, poor website infrastructure, high shipping costs, and poor online selections, to name a few.

Regardless of the reason, American retailers have benefited with 68 percent of Canadian consumers indicating they have made purchases from non-Canadian websites. Global retail consultant J.C. Williams Group found just 55 percent of Canadian consumers' online purchases were from Canadian companies. One-third of total spending was on U.S. eCommerce retailers and the remainder on Asian and European sites.

Clearly then, there is an opportunity for U.S. eRetailers to meet demand among Canadian consumers. But before a U.S. business rushes into the Canadian market, it's critical to understand a few key factors:

1. Doing business in Canada is very different from doing business in the United States.
2. Canadian consumers expect the same products and prices a U.S. business offers U.S. customers.
3. Canadian consumers are similar to U.S. customers with regard to expectations for delivery, flexibility, and returns.

Key considerations before launching a Canadian eCommerce platform:

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Having a clear understanding of the Canadian market is especially important in eCommerce sales, where logistics and delivery play such an important role. Many U.S. businesses have entrusted the same logistics provider that handles their intra-U.S. shipments with their Canada-bound shipments only to learn the hard way that U.S. expertise does not automatically mean Canadian expertise. Customs compliance, nuances of the Canadian market, and customer preferences are just a few of the variables that must be understood and evaluated. In other words, a U.S. business needs to carefully plan each step of its Canadian eCommerce expansion.

Understanding the Canadian Market and Consumer eCommerce Expectations

Online retailer Zappos.com has become the largest seller of footwear on the Web, due in large part to its customer-friendly policies that include "fast, free shipping, free returns, and 24/7 customer service." U.S. customers appreciate its extensive inventory and reward the company with repeat business and loyalty. But when the company tried to replicate its business model in the Canadian market, it failed.

A notice posted on what had been the company's Canadian website reads: "We have made the difficult decision to shut down the canada.zappos.com site and stop shipping to Canada.... Product selection on canada.zappos.com is limited due to distribution agreements with the brands we sell in the United States. In addition, we have struggled with general uncertainty and unpredictability of delivering orders to our Canadian customers given customs and other logistics constraints."

More recently, apparel retailer J.Crew was affected by a backlash from Canadian online customers who realized they were being charged higher prices than U.S. customers for identical merchandise. As reported by Toronto newspaper The Globe and Mail, the company charged an average 15 percent more for merchandise sold via its Canadian website and also added in extra charges for duties. As a result, Canadian consumers were paying as much as 50 percent more than consumers in the United States. Canadian consumer outrage became so heated that company officials eventually reversed their decision to collect duty and issued an apology.

Clearly there are lessons to be learned from these high-profile examples. A U.S. business can't assume that its successful U.S. business practices can be transferred to Canada or that consumer attitudes and expectations are the same. It's useful to look at research from the J.C. Williams Group, which focused on Canadian consumers' reasons for shopping with U.S. retailers:

Cheaper Prices	41 percent
Better Selection	23 percent
Free/Discounted	
Shipping	17 percent
Ease of Shopping	7 percent
Brand Name	7 percent
Quality	5 percent

Additional research by the J.C. Williams Group on behalf of Canada Post looked into Canadian consumer attitudes about different aspects of the online buying experience. Perhaps not surprisingly, shipping and delivery issues were among consumers' top considerations in making an online purchase.

American businesses can learn from these findings and take note that Canadian shoppers are as attuned to the overall online shopping experience as U.S. consumers, with similar expectations for superior service, competitive pricing, fast and convenient delivery options, and a hassle-free returns policy. A U.S. business must do its homework and understand the importance of accommodating its Canadian customers' preferences.

Pricing Considerations

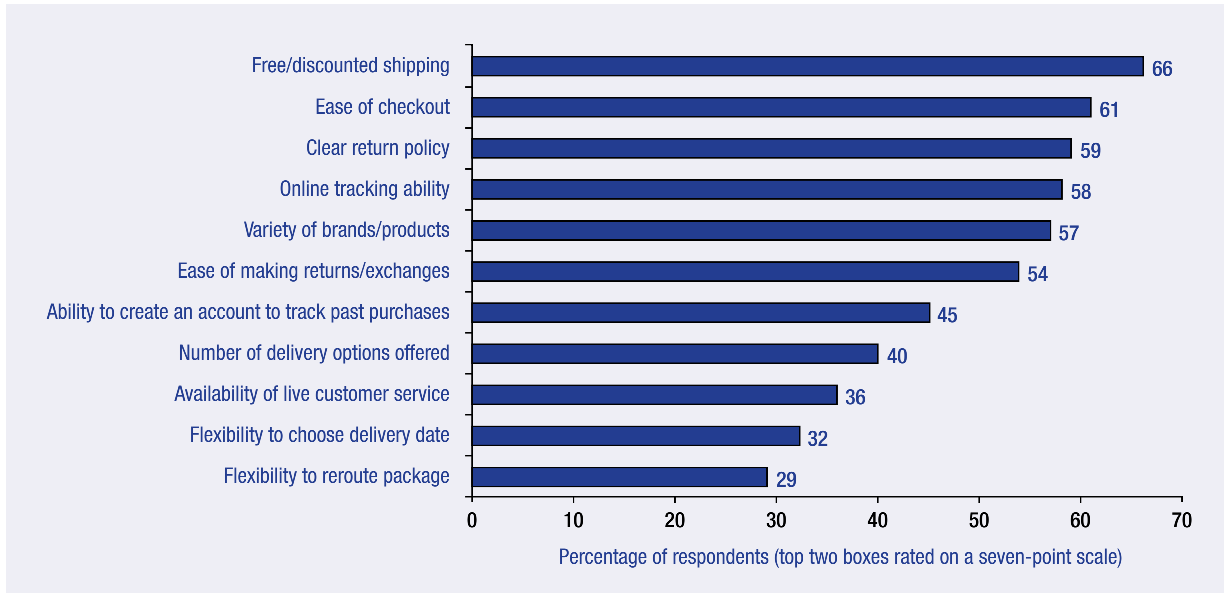
In a presentation to investment analysts, Retail Council of Canada President and CEO Diane Brisebois provided an overview of the retail environment in Canada, including her assessment of the "typical" Canadian consumer: "I think the one thing I can't repeat more often than anything else [is that] more than 76 percent of Canadians describe themselves as cost conscious. I don't think I could repeat that often enough."

Brisebois went on to note the importance of consumer loyalty programs throughout Canada, noting that nine out of 10 Canadians participate in loyalty programs—a figure she claims outpaces the United States, China, Brazil, and India.

Canadian consumers are price conscious and will not tolerate being charged higher prices than U.S. shoppers for identical items. Pricing discrepancies have been an issue in Canada for the past several years and became so pervasive that the federal government conducted a series of investigative hearings, which culminated in a 2013 report citing numerous reasons for the variance in prices. Those reasons included: higher transportation costs, customs fees, distribution and marketing costs, a considerably smaller Canadian market, and decisions by some retailers to charge higher prices. Whatever the reason, Senator Larry Smith, deputy chair of the committee that undertook the investigation, summed up the prevailing sentiment: "Canadian consumers are feeling ripped off."

Specifically, the survey asked respondents to indicate factors they considered "important" to the online experience:

IMPORTANCE OF DIFFERENT ASPECTS OF THE ONLINE EXPERIENCE (ONLINE BUYERS)



Source: Canada Post, February 2013.

The price discrepancy was validated in 2015 when analysis from Vancouver's CTV News conducted price comparisons on several products offered by Amazon, both on its Canadian and U.S. websites. Among the findings:

- A pack of eight Minion dolls from the movie "Despicable Me" cost 70 percent more on Amazon.ca.
- A set of Lego Great City Vehicles cost 44 percent more on Amazon.ca.
- A 48-inch Sony Smart LED TV was listed for $698.38 on Amazon.com and $879 on Amazon.ca—a $180.62 difference.

Any U.S. business entering the Canadian eCommerce market needs to be sensitive to these pricing issues. Canadian consumers pay close attention and will not shop with a retailer believed to be "country pricing," the term used to describe U.S. businesses that charge Canadian retailers and consumers more than U.S. customers for identical merchandise.

Shipping and Delivery Considerations

When the Canadian government launched its investigation a few years ago to better understand why U.S. businesses were charging Canadian customers higher prices, a key finding was the high cost of shipping goods into Canada. While many explanations for high shipping costs have been offered, Retail Council of Canada's Diane Brisebois offered a logical analysis in an address to the Canadian investment community:

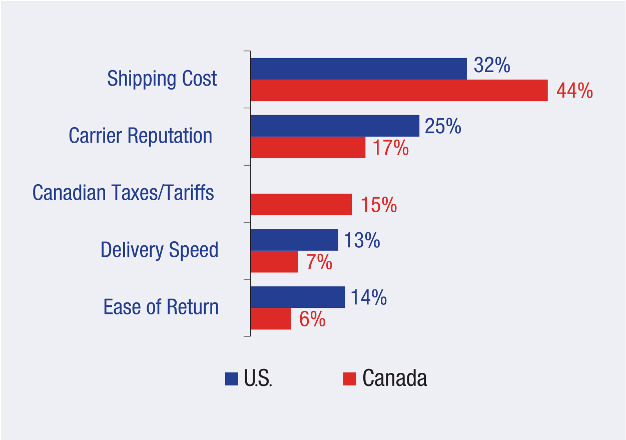
Canada's entire population is essentially the same as the population of California, she noted, but those 35 million people are spread across a geographic area that is the second largest in the world. While most Canadians live in urban areas, and are fairly accessible, tremendous thought and planning must be given to reaching consumers living in nonurban areas. "One has to spend quite a bit of time and money to reach a population that is no more than 10 percent of that of the U.S., but with a land mass as large as that of the U.S.," Brisebois noted.

A U.S. business might be forgiven then for thinking that a Canadian customer would understand the difficulty of transporting goods into Canada and would have relaxed expectations with regard to shipping and delivery performance.

That thinking would be incorrect. In fact, similar to their U.S. counterparts, Canadian consumers expect to have their online purchases delivered as quickly as possible and at little or no cost to them. Research conducted by the University of Stony Brook, on behalf of Purolator International looked into customer expectations with regard to online shipping and delivery and found exactly that: a preference for fast and reliable service but not if the customer has to pay for it.

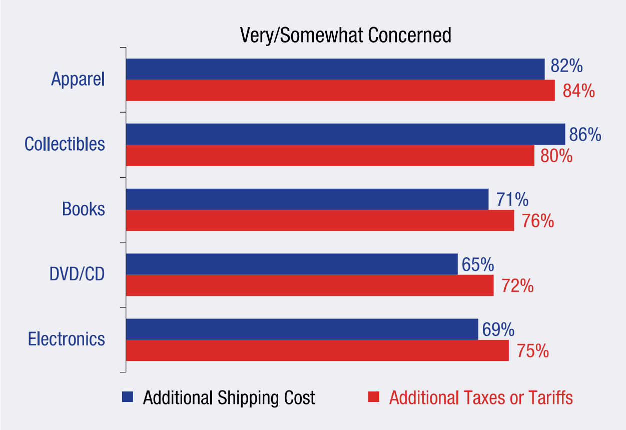
Shipping costs were listed as the "single most important issue" for both U.S. and Canadian consumers, followed by carrier reputation, delivery speed, and ease of returns. Most Canadians—78 percent—said they would choose a lower cost shipping option over faster delivery. Just two percent of Canadians said they most often opt for "same or next-day" delivery service, while slightly less than 46 percent most frequently opt for delivery that can take five days or longer.

WHEN ORDERING ONLINE, WHAT IS THE SINGLE MOST IMPORTANT FACTOR TO YOU?



Taxes and tariffs are cited as a "very important" consideration for roughly half of Canadian online shoppers in deciding whether or not to make a purchase. And very important for retailers and their logistics providers—75 percent of Canadian shoppers say they rely on the carrier to factor in all taxes, tariffs, and customs fees. Concern about taxes and tariffs are especially prevalent among key vertical markets:

WHEN THINKING ABOUT PURCHASING THE FOLLOWING GOODS/ITEMS FROM A U.S.-BASED ONLINE RETAILER, HOW CONCERNED ARE YOU THAT YOUR PURCHASE MIGHT INCUR "ADDITIONAL SHIPPING COST/TAXES OR TARIFFS"? (CANADA)



Canadian consumers care deeply about getting good value for their shipping dollars. They prefer to minimize shipping costs, generally by not paying for premium "same-day" or "next-day" levels of service. But at the same time, they have strong expectations about shipping and delivery services. Namely, shipments should arrive on time; in-transit tracking/visibility is essential; return shipping should be free; and customs and tax issues should be handled up front by the carrier.

Understanding the Nuances of the Canadian Market

Beyond customer attitudes about shipping, delivery, and pricing, a U.S. business must also understand certain fundamentals about Canada that will allow it to more effectively service customers.

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- According to Statistics Canada, the 2015 population of Canada was 35.8 million people. For comparison purposes, the U.S. Census Bureau reported a 2015 U.S. population of 322 million people, meaning nearly 10 times more people live in the U.S. than in Canada. The population of California (38.8 million) is larger than the population of Canada.
- Canada is the second-largest country in the world in terms of geography. Russia is first, and the United States is second. In other words, a country with one-tenth the population of the United States occupies an area that is larger than the U.S.
- Roughly 90 percent of the Canadian population live within 100 miles of the U.S. border, and 80 percent live in urban areas.
- Canada is officially a bilingual country with both French and English recognized as official languages. While 10 million Canadians report being able to conduct a conversation in French, more than 23 percent of the population lists French as their “first official language” spoken. The majority of French speakers live in Quebec, where roughly 80 percent of the population report speaking French most often at home.
- Canada’s bilingualism means language requirements for packaging and shipping labels, and advertisements. A U.S. retailer will need to be in compliance with all Canadian labeling and marketing requirements, including the Consumer Packaging and Labeling Act, which requires products to be identified in both English and French.

Canada has a unique culture and established norms that must be factored in to a U.S. business’s plan for online sales to Canada. A business must ensure that pricing is posted in Canadian dollars, for example, and that payments can be easily converted. Special care must be taken to ensure shipping coverage to the estimated seven million Canadians who live in nonurban areas. And perhaps the biggest source of concern for U.S. retailers is understanding the complicated customs compliance process.

The U.S./Canada Border Clearance Process

The experience of a Tennessee-based guitar manufacturer provides a good overview of just how complicated customs compliance can be. The manufacturer is recognized worldwide for its guitars' stunning designs, tremendous sound, and attention to detail. And when the company decided to expand its reach to the Canadian market, the company felt confident there would be strong demand among Canadian musicians for its products.

And there was. Except the company failed to anticipate the impact the customs compliance process would have on its access to the Canadian market, specifically the U.S. Fish and Wildlife Service (FWS) and the Canada Border Services Agency (CBSA). Certain products were not allowed to leave the U.S. because of export restrictions on specific natural materials used to make high-end guitars, and FWS imposed exorbitant inspection fees on each guitar.

Shipments were not allowed to enter Canada without proper documentation, and the manufacturer was not allowed to charge Canadian customers all taxes at time of purchase or to clear goods into Canada. This meant the manufacturer's customers (a) faced an unexpected invoice at time of delivery for additional sales taxes and brokerage fees and (b) had to personally become involved in the importation process by traveling to the appropriate customs facility to complete paperwork and retrieve their guitars.

While the manufacturer was able to rectify its customs issues, mainly by enlisting a logistics broker with bona fide Canadian customs expertise, its experience is a good example of the exacting review a U.S. retailer can expect when exporting to Canada. The process is complicated and thorough, and it is also very fluid, as regulations and compliance protocols change regularly with little to no advance notification.

Following is a top-line overview of some of the regulations and procedures with which businesses exporting to Canada must be in compliance:

Registration and Paperwork

Canada Border Services Agency (CBSA) is responsible for managing the movement of goods to and from Canada, and it has in place strict compliance mandates to determine exactly which products may—and those that may not—enter the country. In addition, CBSA implements customs-related initiatives on behalf of other government agencies and departments that have authority over various aspects of the trade process. Here is an abbreviated overview of regulations a business may face:

Business Number

Any business importing or exporting goods to Canada must register with the Canada Revenue Agency and be issued a business number that must be used on all paperwork, which is used to track all customs-related documentation and payments.

Cargo Control Document (CCD)

Canada Border Services Agency (CBSA) requires that a cargo control document accompany each shipment. The CCD is also referred to as a manifest and includes an itemized list of the contents included in a shipment.

Commercial Invoice or Canada Customs Invoice

A commercial invoice is the primary document a buyer/importer uses to pay a vendor/exporter and generally includes the following information: description of the goods, direct shipment date, tariff treatment, country of origin, tariff classification, value for duty, appropriate duty or tax rates, and calculation of duties owed.

Canada Customs Coding Form—B3

CBSA requires Form B3 as a way to account for goods, regardless of their value, for commercial use in Canada. This document captures a wide range of information about each shipment, including country of origin, tariff treatment, mode of transport, and tax liabilities.

NAFTA Certificate of Origin

Shipments eligible for preferential treatment as outlined by the North American Free Trade Agreement must be accompanied by a Certificate of Origin. This document includes detailed information about the contents of a shipment, including the origination of each component part. The Certificate of Origin is not required for non-NAFTA shipments or for shipments valued at less than US$1,000.

Import Permits

CBSA assists other government departments (OGDs) in administering entry requirements for products that fall within their areas of control. Many goods subject to OGD requirements necessitate special permits, licenses, certificates, or other paperwork. Special examination by customs officers may also be required for certain goods.

Tariff Classification

Every product that crosses an international border must be assigned a tariff code determined by the universally recognized Harmonized Tariff Schedule (HS). The HS includes six-digit codes used to identify more than 10,000 product categories. Each country is allowed to expand on the HS by adding additional coding for its own record-keeping purposes. In the United States, every product leaving the country must bear a 10-digit code, known as a “Schedule B” number, that is maintained by the U.S. Census Bureau. That same product, upon entry into Canada, must be assigned a code from Canada’s unique Customs Tariff coding system.

Duties and Fees

Critically important to doing business in Canada is understanding the country’s unique sales tax code. In Canada, sales taxes are collected at the federal and provincial levels of government. Please note that sales taxes are different from import duties.

- A federal Goods and Services Tax (GST) of five percent of value is assessed on just about all goods entering the country.
- Provincial sales taxes are levied at the province level and are collected locally.
- The provinces of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador, and Ontario have opted to “harmonize” their provincial sales tax with the general sales tax. This combined rate is called the “harmonized tax” and represents the sum of the five percent federal GST plus the appropriate provincial tax. CBSA collects the harmonized tax on behalf of the province, and payment is due upon a shipment’s arrival at the border.

Facilitating the Compliance Process for eCommerce Shipments

As complicated as the customs clearance process is, the U.S. and Canadian governments have taken steps to facilitate the process, and certain programs are available that offer expedited clearance for qualified shipments.

CBSA’s Low Value Shipment Program (CLVS)

This program is intended to simplify the importation process for shipments valued at Can$2,500 or less. To participate, the carrier transporting the shipment must be a registered CLVS participant and the goods must not be prohibited, regulated, or controlled. A shipment eligible for the CLVS program will benefit from expedited clearance upon arrival at the border and minimal risk of additional inspection.

Non-Resident Importer (NRI) Program

The Non-Resident Importer program is administered by CBSA as a way to increase U.S. sales to Canada. An NRI is a U.S. company that does not have a physical presence or any assets in Canada but imports into Canada under its company name. The NRI essentially serves as both the importer and exporter of record, which facilitates the sale of goods to Canadian customers in several ways. All fees and taxes can be collected at time of sale, so Canadian customers are charged a comprehensive “landed” cost up front. In addition, doing business with an NRI frees a Canadian customer from involvement in the import process, which levels the playing field—buying from a U.S. NRI becomes virtually the same as interacting with a company physically located in Canada.

Consolidation

This is a process whereby smaller shipments are combined into one larger shipment for the purpose of reducing shipping costs. Consolidation has an added benefit of facilitating the border clearance process. When a consolidated shipment arrives at the border, it is considered a single unit, eliminating the need for individual evaluations. Consolidated shipments generally clear customs much faster and with reduced fees.

Returns Management

Most businesses planning to enter the Canadian market tend to focus their time on marketing, generating sales, and ensuring on-time deliveries to their new customers north of the border. Often overlooked is the need to factor in the inevitable flow of product returns, a critical part of the customer experience.

Customer returns have become so important that for many customers an inefficient or unfriendly returns policy can be the single determining factor in whether or not to shop again with a retailer. A survey of online shoppers conducted by ComScore found that 85 percent said they would not buy again from a retailer if the returns process was not convenient. And research by the NPD Group Inc. found that 89 percent of Canadian online shoppers expect free shipping for returns.

The National Retail Federation estimates that merchandise returns during 2014 accounted for 8.9 percent of total sales, or about $270 billion. For eCommerce retailers, a high returns rate is essentially an integral part of doing business. This is because many consumers make online purchases without fully understanding what they are buying or order multiple versions of the same product with the intention of only keeping the product they most prefer.

But while returns have traditionally been regarded as a necessary evil, today's smart retailers are using returns as a way to enhance customer loyalty and even to recapture revenue through the sale of refurbished and undamaged merchandise in a secondary market. Central to an efficient returns process is a well-crafted reverse supply chain that meets a business's specific objectives.

Consolidation

Establish a process that consolidates returns to a centralized location for processing. This is especially important for returns from Canadian consumers that need to cross the border. By consolidating smaller shipments, returns can clear the border as a single larger unit, thereby minimizing customs review time and helping control transportation costs.

eReturns

Customers have high expectations for their returns experience—most expect to return an item at little to no cost to them and to have their "reason for return" rectified in within a short period of time. Customers also expect the process to be as simple as possible.

Reverse Logistics Magazine reported on one study that found once a return is in the pipeline, 70 percent of consumers expect service within 48 hours! Through eReturns, an electronic interface enables labels to be preprinted, which can either be included with an outbound shipment or accessed via a website or email. In some instances, a consumer simply takes the return to a designated retail center. eReturns programs tend to be very consumer-friendly and hassle-free, although not as directly responsive as the RMA option.

> 85 percent of online shoppers said they would not buy again from a retailer with an inconvenient returns policy.

Returns Material Authorization (RMA)

A win-win for businesses and consumers. By requiring a consumer to obtain prior authorization before returning a product, a business is able to track returns volume and detect any widespread complaints or defects about a certain product. A business is able to control exactly which products are being returned and to designate precisely where they should be sent. The consumer wins because the RMA process allows for 24/7 tracking and a high degree of visibility into the process. However, to be effective, an RMA process will need a high degree of integration between a transportation provider, customer service department, accounting department, and repair and inventory management systems.

Another Important Consideration is Flexibility

Not every business will need to have returns picked up every day or maybe not even every week. And not every business's returns will follow the same logistics plan—some will be returned to inventory, some will be shipped to a returns processing center, some to a repair facility, and so on.

A business will need to work closely with its logistics provider to develop a returns policy that meets its specific needs. Since products returning from Canada will require clearance through U.S. customs, it is essential for a reverse logistics strategy to take this into account. A strategy must also have clearly defined processes for returns handling and management, and for customer visibility. A business must have confidence that its logistics partner has the expertise to manage its reverse logistics process and can meet its customer's expectations for convenience and for a fast resolution.

Choosing the Right Logistics Provider—the Key to Your eCommerce Success!

For a U.S. business expanding to the Canadian market, choosing the right logistics partner will be one of its most important decisions. The choice becomes even more important for shipping to Canada, which involves an international border crossing and delivery within a largely unknown market. The right provider can mean the difference between a shipment that arrives on time and a disappointed customer.

It's so important for a business to take the time to evaluate its choices. Make a list of absolute "must haves," and then shop around to find the right provider. And don't be fooled by sleek advertising or brand recognition. Many U.S. businesses have learned the hard way that "global" service providers often do not have the local expertise they claim to have.

Among the items that should be on any "must-have" list:

Canadian Expertise

Make sure any logistics provider that claims to understand the Canadian market truly has the necessary experience. A provider should be able to document its Canadian distribution networks, offer insight into the customs process, and provide a list of existing customers to serve as references. In addition, the provider should be a member of all CBSA "trusted trader" programs and Canada's Low Value Courier program, which are intended to expedite the clearance process.

Last Mile

With eCommerce requiring delivery to consumers' homes and local business addresses, critical last-mile delivery capabilities have been in the spotlight. According to the *Financial Times*, last-mile services can account for 75 percent of total logistics costs. In Canada, last-mile services are exacerbated by the difficulty in reaching outer-province addresses, especially in very sparsely settled areas. And, once an address is identified, it may be necessary to make multiple delivery attempts, if no one is available when the initial attempt is made.

Innovation

Technology has truly revolutionized the logistics industry, and a forward-thinking provider will continually be thinking of new ways to add efficiency and help you manage your transportation spend. If a provider seems to offer the same old solutions that you've seen for years, it's likely the provider will not be able to improve your performance.

Single Source/Comprehensive Solution Provider

Given the complexities of today's business environment, it is imperative to have a logistics partner that can offer complete management of the entire process. A qualified logistics provider will offer comprehensive services ranging from order fulfillment, inventory management, warehousing, customs management, transportation, delivery, and all back-end functions, including record keeping. And a comprehensive provider should also provide reverse logistics services to process merchandise returns.

Customization and Collaboration

It's essential to view your logistics provider as a partner. You want to build a relationship based on mutual understanding of your business objectives, priorities, and needs. This information sharing can only happen through many, many direct conversations and ongoing open lines of communication. A qualified logistics provider will use this information to create a customized solution to meet your specific needs.

Customer Service

Equally important is a high level of customer service. Services should include a dedicated representative with whom you have a personal relationship and direct contact information. Your customer service representative should be fully aware of your supply chain, provide you with regular updates, and know about—and resolve—any snafus or changes before they become problematic.

Scope of Service

Today's logistics providers are able to offer a range of service options that can be customized to fit a business's precise needs. If you find that a logistics provider is forcing you to adapt your needs to meet its capabilities, it's a good sign the carrier is not up to the job.

Technology

Many logistics providers have their own customized technology solutions that integrate with their customers' internal systems. This allows for a seamless onboarding and allows several critical functions to share data, generate reports, and provide tracking/visibility.

Conclusion

Canadian consumers have long appreciated the quality and wide selection of U.S. products and have embraced online shopping as a way to quickly and efficiently reach out to American retailers. U.S. retailers of all sizes, from a wide scope of industries, are responding with eCommerce platforms targeted at Canadian consumers.

Important to note though is that successful eCommerce retailing involves much more than an attractive website. A business also needs to plan for the fulfillment of its Canadian orders. Where will inventory be stored? Who will handle the fulfillment? What about transportation? And let's not forget about customs! All of these are considerations that must be taken into account.

Which is why one of the first decisions a business should make is to select a logistics partner that truly understands the Canadian market. The right logistics partner can offer innovative solutions for Canada-bound eCommerce shipments and can take advantage of opportunities to facilitate the customs compliance process. With Canadian eCommerce expected to grow significantly for the foreseeable future, the sky is the limit for smart U.S. retailers with the right partner on their team.

Purolator. We deliver Canada.

Purolator is the best-kept secret among leading U.S. companies who need reliable, efficient, and cost-effective shipping to Canada. We deliver unsurpassed Canadian expertise because of our Canadian roots, U.S. reach, and exclusive focus on cross-border shipping.

Every day, Purolator delivers more than 1,000,000 packages. With the largest dedicated air fleet and ground network, including hybrid vehicles, and more guaranteed delivery points in Canada than anyone else, we are part of the fifth largest postal organization in the world.

But size alone doesn't make Purolator different. We also understand that the needs of no two customers are the same. We can design the right mix of proprietary services that will make your shipments to Canada hassle free at every point in the supply chain.

For more information:

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