

Ontario adopts Zones to improve Regional Service and reduce Regional Rates

In its constant desire to simplify process, Western Logistics is adopting rate zones from coast to coast in Canada. The benefit of rate zones is that they provide uniform rates and service for all points, big and small, within a particular zone, as well as eliminate combination or "beyond" rates to secondary or tertiary centres.

Last year, Western Logistics purchased 7 acres for its new Toronto

Distribution Centre near Airport Road in Mississauga to replace the Brampton facility built in 1998. "Construction of this facility in 2009 will let us expand both domestic and US long-haul business, and will give us the additional doors that are vital to operate regional lanes efficiently to

the 14 zones in Ontario," according to Bob Hartin, CEO. "We're sticking to our long-term plan despite the storm clouds hanging over 2009.

The new Mississauga facility is one more step along the way to creating a network of company-designed DC's at all of our Canadian and American service areas by 2015."

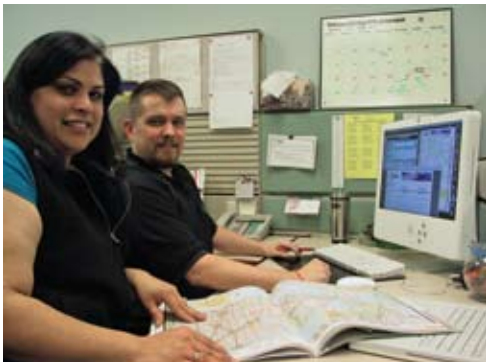


**Zones ON-13 and ON-14
are in NW Ontario**



Did you know?

That Western Logistics is on a quest to implement technological innovations during 2009? **First** will be an out-reach for imported data from major shippers to fill our database fields directly, to reduce or eliminate conventional data entry. Along with that, we will strive for electronic invoicing and direct funds transfer. **Second** will be better methods of updating status on our web-site tracking system, especially delivery completions. **Third** – and much harder! – will be a rate search module on our database which will allow registered users to secure fast and reliable quotations, as well as actual specific charges on-line. We'll keep you posted as we evolve each of these projects during 2009.



Corporate personnel Gurjit Sanghera and Chuck Davis consult. Watch our Customer Service technology improve during 2009!

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