

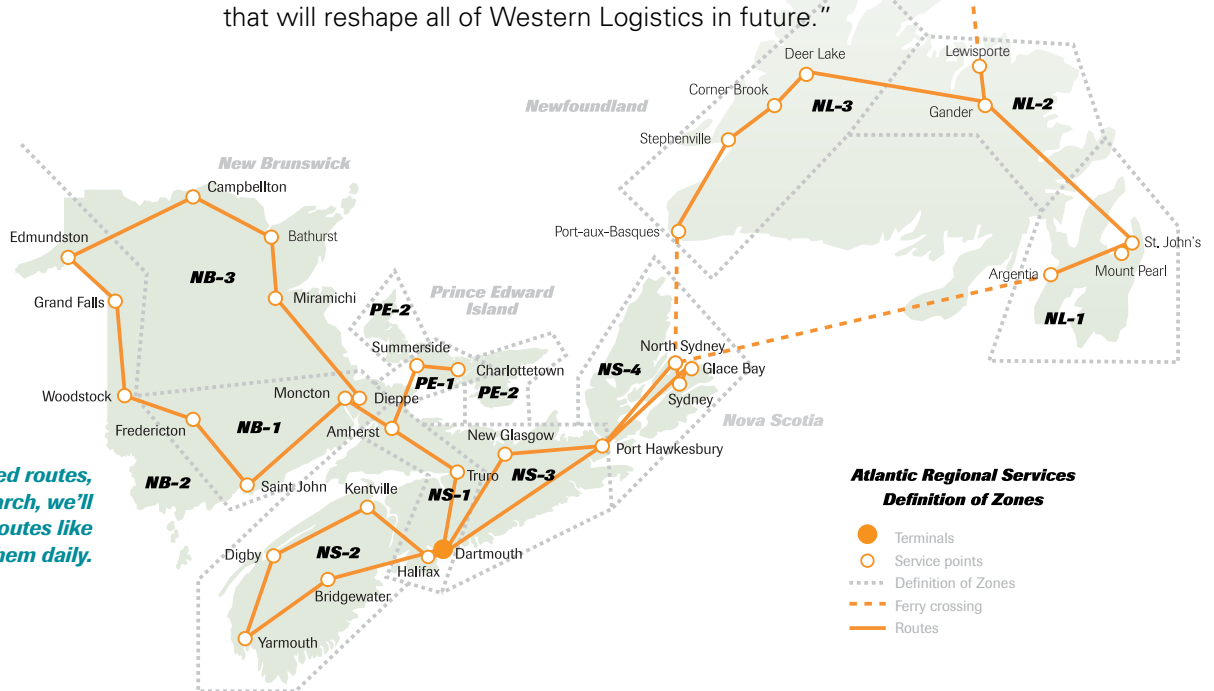


Atlantic Canada: Rate Zones and Regional Routes Defined

New equipment is arriving to set up regional service throughout Atlantic Canada. The spotless Dartmouth Distribution Centre is functioning even better than anticipated.

“We’re hiring some awesome people to operate the new trucks that are arriving soon. We’re all working hard, as proud as peacocks of our new capabilities,” said Erick Haines, Terminal Manager. “The customers clearly approve of our new services, and the proof is in the rapid growth which is starting.”

“Our decision to create 12 zones for simplicity in rates and efficiency in operations is working like magic,” added Bob Hartin, CEO. “We’re doing some new things here that will reshape all of Western Logistics in future.”



**12 zones, eight scheduled routes,
4 provinces. By March, we'll
be running regional routes like
clockwork, some of them daily.**

Did you know?



Mitch Kenyon:
*guiding WLI's data
technology*

Mitchell Kenyon has been formally appointed to mastermind the continuing evolution of Western Logistics' technology. Design of our database started in the mid-90's when the company was still young. "Mitch and I would go for

dinner once a week, and kick around ideas about the perfect system for Arrival Notices, which were (and still are) a crucial component of our company. Mitch was not just a brilliant programmer, but he could grasp the technical aspects and operational realities of the transport business almost instinctively. The result was a creative design and ultra-simple quality document method which we have tried for 10 years to improve—but can't."

-Bob Hartin, CEO.

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