

"I have dealt with many freight carriers and there are none that I can recommend as highly as Schenker. Their attention to detail is superb at all levels. We have found Schenker to be a reliable and customer-service oriented freight forwarder. We continue our partnership with them because of their high level of expertise and their sincere desire to 'get it right'."

-- Tom Sun, Director of Operations, VTech Telecommunications Canada Ltd.



Schenker Provides VTech with Air, Sea and Land Solution

VTech is one of the world's largest providers of corded and cordless telephones and a leading supplier of electronic learning products. Founded in 1976, VTech's mission is to be the most cost-effective designer and manufacturer of innovative, high-quality consumer electronics products and to distribute them to markets worldwide in the most efficient manner.

Until November 1999, VTech was using several different carriers to move and manage its products. This produced inconsistent results and created difficulties for VTech since each supplier had different procedures and reporting systems. When something went wrong, such as missing or damaged products, often one carrier would blame the other for creating the problem.

This left VTech searching for a higher level of service, particularly during peak seasons when they needed to ship product out of Asia and get it into the hands of consumers in Canada and around the world. It was a prime opportunity for Schenker Logistics to identify VTech's logistics problems and offer them immediate alternatives and solutions.

The relationship between VTech and Schenker began with one piece of the transportation puzzle. Schenker took on VTech's air freight business, tailoring a solution that fit VTech's requirements perfectly. Since then, the relationship has grown. Together, the companies developed KPIs (Key Performance Indicators) that are measured and supported by Schenker's daily reports. Schenker's logistics services were implemented both in Canada and overseas, with company representatives ensuring that everything is done the same way worldwide.

"Not long after we secured the first air freight opportunity for VTech's primary product line from the Far East, ocean freight full-container service soon followed," says William Fung, National Director, TransPacific Airfreight, Schenker Canada. "As the market leader in the industry, we offered VTech competitive pricing as well as flexibility through a wide array of steamship lines to choose from - depending on their needs. Flexibility and a proven track record further enhanced VTech's confidence level with Schenker's services."

Today, Schenker is the customs broker, ocean freight carrier and air freight consolidator for VTech products originating in Hong Kong and Yantian, China to Richmond, B.C. and Toronto. Since VTech has a fully equipped distribution centre in Vancouver, Schenker also assists with over-load and temporary storage as required.

Schenker's operational excellence and competitive pricing has helped VTech keep its costs down and establish the company as a leader in consumer telecommunications.

"When our clients win, we also win," says Patrick Cho, Senior Account Executive, Schenker of Canada. "Besides logistics and operations support, we study and understand their products; their requirements and their customers' needs."

VTech's customers are looking for quality products at the lowest price. Schenker helps VTech keep its shipping costs low by providing a streamlined infrastructure that manages its air, sea and land transportation in one complete solution.

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