

Duplication innovation

Fleet turns heads and earns business for copy company

Reprodex, one of Canada's leading reprographers since it was founded 50 years ago, has nine locations across southern Ontario and 102 employees, in addition to its 33 dedicated drivers and 40 delivery vehicles, of which 17 are fully wrapped 2010 Nissan Cubes. The firm, which acquired Entire Imaging Solutions Inc in February 2013, has in its fleet a Dodge Sprinter, several Scions and Toyota Matrixes, a Ford Econoline van and a Chevrolet Sierra 4500 that does double duty as snowplow.

Today, the construction industry accounts for approximately half of Reprodex's sales, with the remainder spread across everything from sole proprietorships to multinationals and government. Clients like Mattamy Homes and Menkes Developments choose Reprodex because they know their blueprints and related documents will get where they need to go the same day at no extra charge even if the order is placed after 1 pm. Those documents typically range from 11 by 17 inches, all the way up to 36 x 72 inches, and clients may require dozens of sets for distribution to electricians, surveyors and building permits departments.

Dedicated Fleet

Delivery is expedited and facilitated by the fact Reprodex has its own delivery fleet operating from multiple locations. Once files are received via email or online submission, they can be directed to the office closest to the order's ultimate destination to expedite the delivery process.

"We've earned and maintained our reputation for the quickest and most reliable turnaround due in large part to our dedicated fleet," says Dan Hemming, marketing manager, Reprodex. "The fact we use our own vehicles and drivers gives us the complete control we need to ensure we consistently meet our customers' needs and expectations."

This provides a distinct competitive edge, since Reprodex receives about 90 percent of its orders after noon or 1 pm, with delivery expected before the end of the day. Outside couriers would typically charge hefty premiums for overweight, oversize and same-day deliveries.

"Those orders simply wouldn't get there with an outside courier and on the occasions we've outsourced delivery, it's proved too expensive and unreliable," says Jim Haden, locations and fleet manager, who manages the fleet in conjunction with Enterprise Fleet Management. "If it gets



Jim Burnett is a Reprodex driver.

lost or arrives late, it reflects poorly on Reprodex, regardless of who actually carried the product."

Cool Cube

Back in 2010, CEO Kim Long first saw the Nissan Cube and figured its unique shape would make it the ideal advertising vehicle. While it's virtually impossible to accurately determine what percentage of new business has resulted from the fully wrapped vehicles, drivers are regularly asked for business cards. On downtown streets, main thoroughfares and major highways, the Reprodex-branded Nissan Cubes do get noticed. While the Nissan Cubes promote Reprodex as a provider of printing services, the fact the firm wrapped its own vehicles has also won over new wrap customers.

"Our wrapped vehicles advertise our vehicle wrapping capabilities all over the GTA," says Haden.

The vans offer plenty of cargo space once the back seats have been removed, and require relatively little preventive maintenance before they reach 160,000km, when they are sold. The vehicles in the Burlington and Mississauga areas tend to rack up the mileage much more rapidly than those in downtown and central Toronto, so Haden periodically moves the vehicles to even out the mileage.

Story continued online.

For the full story of how Reprodex manages its fleet and drivers, drop by our website at: <http://alturl.com/vwoqj>



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