



# WHY A GOOD LOGISTICS PARTNER IS KEY

Successful logistics will ultimately translate into lower costs, more efficient inventory control, better use of warehouse space, increased customer satisfaction, and an improved user experience.

## eTrikes

Located in Kimberley, BC, eTrikes offers a selection of electric bikes. The shift to electric powered vehicles is reducing our reliance on fossil fuel powered vehicles. Practicality meets fun with the introduction of three-wheel electric bikes from e-trikes.



### CHALLENGE

The biggest shipping challenge for eTrikes was the size and weight of an electric trike when crated for delivery and whether they could cost-effectively ship from Kimberley, BC across Canada, and internationally. Poorly planned and executed logistics can be costly and inefficient for a company's bottom line and result in a poor customer experience.



### SOLUTION

#### **Manitoulin Partnership**

To help eTrikes overcome these challenges, they partnered with Manitoulin Transport, a Canadian-based transportation provider with global reach to be their Canadian logistics supplier. "Before they even made their first shipment, it was apparent that Manitoulin understood the importance of customer service and that they cared about potential customers. They were keen to better understand the business and see if they could offer a solution that worked instead of just tossing us into the too hard, too small basket", says Jim Cunnington, CEO of eTrikes Canada.



## **BENEFITS**

### **Improved Warehouse Operations**

Since teaming up with Manitoulin, eTrikes' warehouse operations system has become more streamlined, resulting in lower overall operational costs and more efficient inventory management.



### **Competitive Edge**

eTrikes is now able to fulfill customer orders within 2 days of order placement and orders are shipped to customers across Canada within 7-10 days, giving them an edge over the competition who have longer lead times.



### **Focus on Growing the Business**

Having an experienced partner with a full suite of services allows eTrikes to focus on their core competency while growing the business.

"Manitoulin has given us the peace of mind that our trikes will end up in our customer's hands in a timely fashion and in the same condition as when they leave our warehouse, without us having to give it a second thought," says Jim Cunnington, CEO of eTrikes Canada.



### **About Manitoulin Group of Companies**

The Manitoulin Group of Companies is a merging of well-experienced transportation and logistics-related organizations united to provide a single source global supply chain solution.

With a portfolio of services that includes ground transportation, international freight forwarding, customs brokerage, logistics, warehousing, global time-critical delivery, crating, heavy haul, residential and commercial moving, and supply chain management, the Manitoulin Group of Companies is your single source transportation and logistics provider to strengthen your network.

**For more information on how Manitoulin can help you with your shipping requirements, please call 1-800-265-1485.**