



Paper Mart packages the perfect combination of speed and reliability.



For nearly 95 years, Paper Mart in Orange, California, has helped countless businesses keep running smoothly, first around southern California and now on a national scale. Paper Mart is the largest discount packaging supply company in the country, and each week they make thousands of deliveries to a long list of varied retail customers, from bakeries and wine stores to national chains and small home-based businesses. These retail customers count on Paper Mart to supply boxes, bags, to-go containers and other packaging materials in a timely manner so they, in turn, can keep their customers happy.

Of course, the retail world is all about speed, and much of Paper Mart's success comes from keeping pace with their customers. They're open to innovation and have invested in customer service and the latest technology. Online orders are received, processed and packaged for delivery within hours. Not only is Paper Mart known for their quick turnaround, their customers rely on it.

CHALLENGES Paper Mart has a fleet of 15 large delivery trucks they send out on deliveries every business day. However, as business keeps growing, Paper Mart needed to take a close look at the cost of investing in more vehicles, as well as increased labor, maintenance and insurance. "We were looking for a scalable approach to deliveries, especially during peak times when volume increases dramatically," said Buffy Simoni, President of Paper Mart. "And we wanted to do it while retaining a positive delivery experience for customers."

HOW WE HELPED

- Created a scalable, cost-effective solution to meet the fluctuations of daily deliveries.
- Provided a seamless transition for retailers accustomed to taking delivery directly from Paper Mart drivers.

“For us, FedEx SameDay City has been a real game changer.”

— Ron Carter, Director of Distribution, Paper Mart.



SOLUTIONS FedEx worked with Paper Mart on a detailed cost analysis to compare the expense of expanding their fleet to the flexibility and scalability offered by FedEx SameDay® City. “They definitely showed us how we could realize significant savings,” Simoni said.

Now on a typical day, Paper Mart orders fill four to five FedEx SameDay City vehicles. “But during peak season, we easily double that number,” said Ron Carter, Director of Distribution. Carter also noted an unexpected advantage of using FedEx SameDay City: “The smaller FedEx SameDay City vans can navigate narrow alleys, low clearances and other hard-to-access areas that our large delivery trucks can’t always reach.”

RESULTS Not only has FedEx SameDay City helped Paper Mart build on their reputation for speedy delivery and excellent customer service, they’ve made it easier for Paper Mart to grow. “As we continue to expand and branch out into new areas, we will always be interested in getting our products to customers in the best possible way — and that will include delivery by FedEx SameDay City,” Simoni said.

- **Speed.** Retailers love getting their supplies delivered quickly.
- **Flexibility.** Order volume dictates the number of FedEx SameDay City vehicles available at the loading dock every day.
- **Customer service.** Uniformed drivers and branded vehicles convey professionalism.

GET STARTED TODAY. Find out how FedEx SameDay City can help your organization with same-day door-to-door delivery. Go to fedex.com/samedaycity or call **1.800.399.5999**.

PAPER MART STATS

95 years in business

26,000 inventory items

4M products shipped in 2015

10 acres of warehouse space