



## case study

# G3 Genuine Guide Gear

Consumer Goods

### GEOGRAPHIC AREA SERVED

Canada and the United States

### CHALLENGE

Boost efficiency and reduce costs in the shipment of high-end backcountry ski equipment from Canada to hundreds of specialty shops and resorts throughout the United States.

### SOLUTION

Consolidate shipments in Canada before moving them through customs, then pick-and-pack individual orders in the United States and ship them at domestic rates.

### RESULTS

- Reduced overall transportation costs
- Reduced customs brokerage costs
- Streamlined and accelerated supply chain
- Enhanced customer service
- Expanded opportunities to grow business

## G3 Geared for Smooth, Efficient Cross-Border Passage

G3 Genuine Guide Gear, a manufacturer of high-end backcountry ski equipment based in Vancouver, British Columbia, uses cutting-edge design and engineering to produce specialty items such as telemark ski bindings, backcountry shovels and avalanche probes. When G3's business began taking off in the United States, the company hired UPS to guide them through the challenging terrain of cross-border logistics.

### Client Challenge

G3's products appeal to a range of mountain sports enthusiasts, from professional climbing guides to telemark skiers to vacationers seeking the once-in-a-lifetime thrill of camping on a glacier. The company's reputation for producing the highest quality equipment is well-established among winter adventurers.

"Our business has grown rapidly since we began in 1995. In fact, our sales double almost every year," said G3 President Oliver Steffen.

The rapid growth, coupled with the fact that most of G3's business occurs during a five-month make-or-break season, presented the company with unique distribution challenges. Of particular concern were the logistics associated with the company's booming U.S. business. To get orders into the hands of U.S. customers, G3 faced expensive, time-consuming obstacles that kept snowballing as the business gained momentum.

G3 has chosen UPS to help them maintain a firm foothold as they continue to expand in the U.S. market.

"We needed a solution that would make reaching the U.S. as easy as shipping domestically," Steffen said. "We learned early on that our success depends on partnering with people who are the best at what they do, and the people at UPS are the experts when it comes to making borders seem invisible."

### Our Solution

The UPS team worked closely with Steffen and G3 Distribution Manager Alice Wang to tailor a UPS Trade Direct<sup>SM</sup> Cross Border solution to their specific needs.

The first step was to consolidate G3's U.S. shipments at a UPS Supply Chain Solutions<sup>SM</sup> distribution center in Canada to help streamline the process and significantly reduce the company's overall transportation costs. UPS Supply Chain Solutions then clears the consolidated shipment through customs as a single entry, eliminating multiple customs brokerage fees and saving G3 more time and money.

The consolidated shipments arrive at a UPS Supply Chain Solutions facility in the United States where they are broken down into individual orders and shipped to specialty shops and resorts throughout the United States at domestic rates.

UPS assigned a Preferred Customer Associate to G3 so the company can dial a dedicated, toll-free number for immediate support regarding delivery status, service options and time-saving ideas.

"All I have to do is pick up the phone and our UPS Preferred Customer Associate is eager to help," said Wang. "Recently I had a concern about an invoice, and she was able to resolve it in seconds."

In addition to significant cost savings, G3 gained the ability to respond more quickly to customer orders, especially crucial due to the company's short selling season.

### Scaling New Heights

Following the success of the Canada-to-U.S. logistics program, G3 tapped UPS to reach customers in Europe more cost effectively.

In addition, UPS Supply Chain Solutions is integrating its specialized logistics management and tracking technologies with G3's internal processes. Ultimately, this integration will enhance the ability of G3 customers to place orders and track their shipments.

G3 now moves more confidently into international markets, guided by the specialists at UPS.

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— *Oliver Steffen*  
President  
G3 Genuine Guide Gear

For more information please contact us:

U.S. 1.800.742.5727

International 1.678.746.4365

Web [ups-scs.com](http://ups-scs.com)

e-mail [info@ups-scs.com](mailto:info@ups-scs.com)

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