



## Specialty Transportation Solutions Provider ATS Transports Harry Potter.

### Andlauer Transportation's Journey with Raincoast Books into the "Deathly Hallows"

This incredible journey for both Andlauer Transportation and Raincoast books began many years ago when the two companies forged a bond of understanding and trust in providing the highest standard of service to all Canadian booksellers. The commitment we have to each other is one of respect, both on a professional level and in the individuals involved in both operations. When the phenomenon of the Harry Potter series increased so dramatically following the release of the number four book "Goblet of Fire" there was no real question of who would form the response group to manage this major distribution. Both companies established operational teams who have now successfully managed three of the largest distribution releases of a single title in the history of Canada. There are many stories to be told around the fires late at night regarding specific deliveries that

IF YOU HAVEN'T WITNESSED a Harry Potter book release, picture this. It's midnight July 21st, 2007. Hundreds of expectant children and agitated young adults, many wearing magician cloaks like their hero and his famous round glasses too, are waiting in long lines outside local bookstores or super centres. Their anxious, proud parents are holding their offsprings' hands, or at least hovering nearby in the dark. Cameras are flashing. Security is present, but discreet. All are waiting for the doors to be flung open and once again Harry will become real.

The rush to purchase is immediately followed by young readers flipping open the books to read the first pages. Many are led blindly out to the parking lots while others quickly huddle under tables, already immersed in Harry's new adventure. This event is synchronized across Canada and replicated around the world as millions of books are simultaneously released. In the US and UK alone over 11 million books are sold in the first 24 hours. Kids are inspired to read again. Each new Harry Potter novel out shines its predecessor. Each creates an international sensation.

Could these events turn into a logistics (and therefore a public relations) nightmare? In the hands of Vancouver's Raincoast Books and their chosen logistics and transportation provider, ATS Andlauer Transportation Services, the three largest book releases in Canadian history have all been unqualified success stories.

Focused on developing a deep understanding into a customer's business, then bringing improvements to the customer's operational capabilities is what ATS is all about. This project illuminates industry phrases such as 'flexibility', 'partnership' and 'customized solutions' in simple, real terms. ATS matches industry understanding with operational excellence to deliver optimized solutions for each customer's unique set of circumstances and requirements. The ATS mantra: "There is a better way. Find it!"

Many aspects of the Harry Potter distributions are truly amazing. For instance in the remote village of Bela Coola, along the western edge of British Columbia, copies must be delivered by water taxi. Further north, an order is delivered to the Boreal Bookstore in Inuvik, Northwest Territories, two degrees above the Arctic Circle. In Ste-Foy, Quebec, store doors are flanked by bagpipers playing to the crowd as the witching hour approaches. Focused attention like this could raise the blood pressure of an average logistics provider but ATS takes it all in stride. Challenging, high profile assignments allow ATS to display their signature competitive differentiation. Although the projects change, ATS prides itself on doing the 'tough stuff' every day.

challenged us all in their unique and often humorous nature. From moose on the roads, fishing barges taking on a late delivery and shipments that had to arrive a few minutes before midnight we have encountered many unusual scenarios that are in themselves worthy of a book. The Andlauer Transportation management, staff and in particular the delivery personnel can be very proud indeed of these accomplishments. I wish to thank all of you for contributing to the success of the last three major releases. In particular my deepest appreciation to our ATS rep who has stood shoulder to shoulder with me in all the battles and still kept his professionalism and his sense of humor, even with the flames at our feet. Our journey together with the "Deathly Hallows" release has concluded but the bond remains as always and we look forward to the future working together with purpose and commitment.

Logistics and Operations  
Manager  
Raincoast Book Dist. Ltd.

For each Harry Potter release, security is paramount. There has never been a breach in the Canadian operations. However, in the U.S. this summer 3,000 copies were released for sale four days early, generating a lawsuit against the offending retail chain. To prevent leaks, especially of the final pages, ATS signed an 'embargo agreement' at the project's onset with Raincoast against any glimpse of Harry Potter information. As the ATS Corporate Loss Prevention Manager says, the books were protected by a 'muscled-up' security force. The 1.3 million books, enough to fill over fifty 53' trailers, were monitored with newly configured, high resolution IP cameras, and stored within freshly constructed iron cages at the ATS Etobicoke warehouse for six weeks prior to distribution.

This complex, highly secretive distribution was orchestrated so that all shipments, ranging in size from a single box up to 22 trailers, would reach their destinations 24 hours before the well publicized release, according to the ATS Ontario Hub Manager. Larger outlets received cardboard displays on skids which glide smoothly onto store floors for visibility and quick sale. These display tables were designed to hold 798 of the 2.25 lb. books. ATS pre-assembled the displays, then methodically stacked the books on top in a stable 'interlocking pattern' before shrink wrapping the entire 1400 lb. table. Then each packaged display table was stapled to a skid to be conveniently and immediately ready for sale upon delivery.

ATS is experienced with shipping time-certain, managed-release deliveries. After all, the Canadian home entertainment industry relies almost solely on ATS to ensure perfect execution of their weekly cd releases through channels such as category specialists Blockbuster and Rogers Video, and through major retailers like Wal-Mart, Costco and Zellers. Entertainment clients include virtually all the major film studios, many of which have developed deep, long-standing partnerships with ATS.

The magic in Harry's books may not necessarily extend to the precision of their distribution. However these highly synchronized deliveries allowed Harry to step forward at the stroke of midnight and wow all his young fans all across Canada - right on cue.

