



## Press Release

*For immediate release*

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### **LeSaint Logistics receives award for innovative initiative with Royal Chemical Company.**

ROMEDEVILLE, Illinois – LeSaint Logistics, a top 3PL provider based outside of Chicago, receives a second industry award from TMSA (Transportation Management & Sales Association) in the category of Integrated Communications Solutions. The Compass Awards are awarded on an annual basis to companies who submit innovative ideas they implemented in the previous year. FedEx Services was also among the award recipients for this category.

The initiative created between newly formed allies LeSaint Logistics and Royal Chemical Company, ChemEnd2End™, was in fact both innovative and successful. ChemEnd2End™, a true turnkey strategy, follows a product through the entirety of its lifecycle: From Raw Materials 2 Manufacturing, From Packing 2 Warehousing, and From Inventory 2 Delivery. In its beginning stages, the main goal was to drive and increase business. LeSaint and Royal were able to co-brand many of its marketing strategies to target current and potential customers of each company.

LeSaint and Royal created a marketing brochure of their new alliance, formed a new website devoted to the new initiative ([www.chemend2end.com](http://www.chemend2end.com)) which was posted on both LeSaint's and Royal's websites, distributed an e-blast with a link to the website to current customers, and wrote a press release as well as a letter from the executives, all within 120 days.

Nearly all of this project's goals were met, if not exceeded. The website encountered thousands of page views, the e-blast was viewed by 100% of the recipients (many of whom responded and clicked through to the website), and the press release was picked up by 78 publications. This created growth from current customers as well as new business.

With the success of the exchange of business, LeSaint and Royal are now able to head into phase two and no longer reference the alliance as being a "project" but a true end-to-end supply chain offering for both new and current customers. Moving forward, LeSaint and Royal will be marketing to the entire mass of specialty chemical companies.

As a Top 100 3PL provider, LeSaint delivers intelligent warehousing, fulfillment and transportation solutions that provide continuous process improvements to boost the customer's bottom line. With 14 facilities nationwide, LeSaint puts a major focus on chemical end-to-end solutions.