



PRESS RELEASE – FOR IMMEDIATE RELEASE

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**TRI-AD INTERNATIONAL FREIGHT FORWARDING ACCREDITED WITH  
'BEST IN CLASS' STATUS**

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*Global Institute of Logistics Accredits*

*Tri-Ad International Freight Forwarding with Best in Class Accreditation in  
Recognition of the development of White Glove Smart Courier Services in Canada*

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**Toronto, Canada, February 9th 2017:** The Global Institute of Logistics has today announced that **TRI-AD INTERNATIONAL FREIGHT FORWARDING** has been accredited with **Best in Class** status in recognition of the development of its White Glove Smart Courier Service in Canada.

The announcement is the result of the Institute's ongoing research in to the evolving role of the Independent Freight Forwarder in Global Logistics, which will be published in 2017. The research is in response to the increasing trend by Beneficial Cargo Owners (BCO's) to outsource the management of their freight traffic, logistics and supply chain support functions to the independent freight forwarding sector.

In identifying Triad as Best in Class, the Institute is recognizing the pioneering work in white glove logistics services at the company under the stewardship of Linda Collier, its founder and President. White glove service is one of the supply chain's most complex specialty areas, encompassing everything from first- and final-mile value-added services, to delicate or high-value product handling. The White Glove Smart Courier program developed at the company demonstrates the unique value creation that is achieved by skilled logisticians in response increasing complexity in supply chains.

The specific application of the White Glove Smart Courier concept that was evaluated by GIL was the solution developed for the Canadian banking sector. Within the Canadian market there are 6 plus global Banks, each with a demand for specialized White Glove services. Triad developed a high security process to remove assets, protect the data information stored on these assets, and show full traceability to destruction and/or data wiping.

To achieve this objective Triad upskilled its driver workforce to perform pre-inspection of goods, and assembly/commissioning on-site thereby replacing the need and high cost for on-site technicians.

Such has been the success of the program, Triad performs these services throughout Canada, the United States, and the Caribbean at the rate of 10,000 devices per month.

Speaking at today's presentation in Toronto, Kieran Ring CEO and Founder of the Institute said:

**"I am delighted to present Tri-Ad International Freight Forwarding with its accreditation as Best in Class, I have worked very closely on the research which**



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**informed our decision and am in no doubt that in Triad the Institute has identified one of the world's leading independent freight forwarders.**

**The story of the company's development is inspiring and demonstrates how by adopting a customer first, market aware approach independent freight forwarders can not only survive but thrive in the global market place.**

**Triad's White Glove Smart Courier program demonstrates the power of logistics when properly and comprehensively applied. Logistics is the art and science of adding value to goods before, in and after transit between point A and point B.**

**Triad's program incorporates all these elements by including appointment setting, pre-inspection of goods, assembly/commissioning on site, removal of all packaging material and products to be returned before finally performing an accountable and sustainable end of life/recycling program.**

**I have no doubt that Triad are making a significant contribution to the supply chain which supports the nation's banking sector by thinking and acting lean and green".**

Speaking at today's Press Conference, Linda Collier President and Founder of Tri-Ad International Freight Forwarding said:

**"I am delighted to accept this accreditation as 'Best in Class' from the Global Institute of Logistics. Being the best has always been and will always remain our mission at Triad. We endeavor to be the best in every aspect of our business, including the best freight forwarder, the best partner and the best employer.**

**Thanks to our clients for choosing Triad. Their loyalty ensures our work and services meets their satisfaction and maintains our global position. I'm very proud of our employees. Thanks to their dedication and commitment, Triad is the epitome of 'Best in Class'.**

**I very much look forward to collaborating with the Institute on the development of our case study and to working with the other 'Best in Class' forwarders from around the world in building up the knowledge base around best practice"**

**Captions for image: (Attached)**

Linda Collier President and Founder of Tri-Ad International Signs the 'Best in Class' Certification with Kieran Ring CEO & Founder of the Global Institute of Logistics.

**Notes to editors**

**ABOUT GLOBAL INSTITUTE OF LOGISTICS:**

The Global Institute of Logistics (GIL) was established in 2003 under the Chairman of renowned US logistician and author Robert V. Delaney in response to the global logistics industry's call for "joined



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up thinking” amongst stakeholders in the global supply chain. GIL looks to resolve the challenges facing the global logistics chain of managing single transport modes, modal systems and targets which are set on stand-alone operations to create a seamless global logistics system.

Acting as a think tank within the sector, GIL brings together thought-leaders as part of a global knowledge network committed to researching and sharing best practices and developing global standards. Today the Institute is a community of organizations and professionals from across the world who share a commitment to collaborating on global logistics solutions.

**Our Mission is to network the global logistics community**

**ABOUT TRI-AD INTERNATIONAL FREIGHT FORWARDING:**

Tri-ad began doing business in 1988 and has grown into a multi-million-dollar freight forwarding company. Our name means “Three Modes” and represents the three major modes of transportation offered by our company: Land, Sea and Air.

Founded by Linda M. Collier, a former transportation executive with years of experience at a major European freight forwarder. Today, Tri-ad has over 90 employees and has become one of the premier international freight forwarding companies around the world. Because of our many global partners, we can offer a seamless system that integrates the three modes of transportation, giving our clients faster, more secure services.

Tri-ad has been named Canada’s Fastest Growing Company for 3 consecutive years, and founder, Linda Collier, has received many other awards for her extraordinary leadership. We lead the competition with an ever-expanding array of professional services for every major market segment. At Tri-ad, we take full advantage of the most innovative technological breakthroughs for the custom freight forwarding industry.

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**Global Institute of Logistics Announces Appointment of Linda M. Collier  
(Canada) to its Board of Advisors**

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***The Institute has appointed Triad International Freight Forwarding CEO, Ms. Linda M. Collier to its Board of Advisors at a Press Conference held in Toronto, Canada.***

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**Toronto, Canada, February 9th 2017:** The Global Institute of Logistics (GIL) has today announced the appointment of **Linda M. Collier** to its Board of Advisors.

The Global Board of Advisors provides GIL support with strategic and technical advice, resource mobilization and promotion and outreach. The Board combines the ideas, expertise and resources of leading thinkers and activists from all facets of global logistics all united by a common vision to improve the global supply chain.

The appointment of Linda M. Collier, CEO and Founder of Toronto based Tri-ad International Freight Forwarding Limited to the board, reflects GILs ambition to broaden its subject matter knowledge of the global independent freight forwarding sector.

Tri-ad has been named Canada's Fastest Growing Company for 3 consecutive years, and founder, Linda Collier, has received many other awards for her extraordinary leadership.

Linda will work closely with the Institute on a number of initiatives, the most prominent of which will be the convening and Chairing of the Institutes first global women leaders in logistics council which is being established to reflect the growing influence of women at C level in global logistics. Speaking at today's announcement in Toronto, Kieran Ring CEO and Founder of the Institute said:

***"I am looking forward to working with Linda and extend to her on behalf of the Institute a very warm welcome to our Board of advisors. I very much welcome Linda's contribution to the development of GIL and in particular to building up a platform through which women logistics leaders from across the world can find expression.***

Speaking at today, Linda Collier President and Founder of Tri-Ad International Freight Forwarding said: (suggested)

***"I am delighted to join the Board of Advisors at the Institute. I support GIL's mission to promote collaboration between all stakeholders in the industry and am confident that I can contribute to this mission by bringing my 30 years' experience of working in the industry to the table.***



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*I am particularly honored to be invited to champion the role of women in logistics leadership, through my Chairmanship of GIL's first women leaders in logistics council. I look forward to bringing together the finest female minds in the business to discuss the growing role of women in the sector and to encourage further participation at all levels by women.*

*I'm privileged to accept these new roles in GIL's leadership and access best global practices, networks, and innovation for Canada. I'm deeply committed to sharing the benefits of my GIL relationship with my clients, peers, employees and women throughout our industry"*

**Captions for image: (Attached)**

Linda Collier President and Founder of Tri-Ad International with Kieran Ring CEO & Founder of the Global Institute of Logistics.

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