

Making e-commerce easy.
It's what we do.



In today's global marketplace and highly dynamic economy, getting e-commerce goods from their source and into your customers' hands is often the least of your problems.

To gain and maintain a competitive edge in today's cutthroat e-commerce environment, minimizing landed costs, shrewdly pricing your products and maintaining Customs compliance are business imperatives.

Cole International has been helping both resident and non-resident customers navigate the customs and logistic landscape for more than half a century. But the value we deliver goes far beyond transporting goods and clearing them through Customs.

Cole International's tariff specialists leave no stone unturned to ensure accurate classifications, valuations and country-of-origin determinations. We've been highly successful in obtaining favourable Customs rulings for our e-commerce customers. We've applied our knowledge and our influence to overturn Customs decisions and mitigate millions of dollars in penalties. And we apply our deep industry knowledge to help our customers in the e-commerce space stay compliant and minimize the impacts of Customs audits.

Grounded in collaboration with our customers and backed by a never-ending quest to lead our industry in both technical knowledge and good old-fashioned common sense, we've got the tools, the know-how and the strategic thinking to help our e-commerce customers succeed.

KEEPING YOUR GOODS – AND YOUR BUSINESS – ON THE MOVE

You may want to grow your business, and you certainly want to keep it running as efficiently as possible. This might call for a strategic rethinking of certain import processes or even your entire supply chain – a daunting measure, especially if you don't have the required expertise in-house. Cole International builds long-term customer relationships by delivering great value and treating our customers' businesses as if they were our own, providing strategic guidance and working tirelessly to deliver intelligent, proactive solutions. Cole International can provide:

- Risk analysis of your current e-commerce processes to identify opportunities and potential penalties
- Consulting advice on complex Customs import regulations (including information on prohibited or restricted goods) to assist with pre- and post-importation concerns
- Trade agreement services (including solicitation from vendors, review and qualification of certificates, and duty refunds)
- Training in all areas of Customs



Why Cole International?

When you partner with Cole International, you can rest assured our professional customs brokers and freight forwarders will be working tirelessly to:

» Deliver answers and solutions to make your job easier

Because our customers don't have time to get bogged down in the complexities of the global customs and logistics landscape, we make it our job to know the answers. Our people combine unmatched industry knowledge with a tireless drive to see our customers succeed.

» Accelerate customs processes for e-commerce through fully integrated systems and robust technologies

We designed our customs and international trade software to expedite the processing of import/export transactions, while our Cole Portal online dashboards provide real-time information on all of your shipments and notification when your goods clear customs. Complete integration between our systems and yours ensures a direct and seamless feed of data into your B2B or B2C systems.

Cole International is fully EDI equipped. Our technology seamlessly marries suppliers' invoicing data to our release and system data, minimizing manual input and human error. Automatic exception reporting flags inconsistent transaction data for verification prior to submission to Customs.

Through our online e-commerce portals, which are customizable to align with your business processes and logistics requirements, we deliver absolute visibility in a paperless environment. You can track-and-trace shipments based on numerous criteria, create customized historical import reports, generate B3 Entry Summaries and/or B2 Adjustment Request forms, and view all of your imaged free trade certificates.

Backing our e-commerce products, we provide complete systems support through our in-house IT technical teams. Cole International specializes in developing in-house applications so we can be proactive rather than reactive in meeting your needs.

» Sharpen your competitive edge by minimizing duties, taxes and Customs penalties

As duties and taxes can rapidly erode profit margins that are already lean, you're eager to identify and minimize duties up front and, wherever possible, reclaim duties and taxes paid by filing corrections to your declarations. With a clear understanding of duties and a strategy for keeping them to the legally allowable minimums, you can solidify more e-commerce sales by having the confidence to provide landed price guarantees.

You want clear answers and, at times, binding rulings about HS classifications. You want to make sure you're taking full advantage of free trade agreements and any customs regulations that work to your advantage. And to avoid any penalties that can be a big financial blow to your business, you want the peace of mind that you're fully compliant with all of the current Customs rules and regulations.



From the depth of knowledge and experience of our technical staff, our e-commerce customers realize substantial value. We research all available relief provisions to ensure customers pay the lowest legally allowable rates for imported goods, and our constant focus on Customs compliance is your best safeguard against costly penalties.

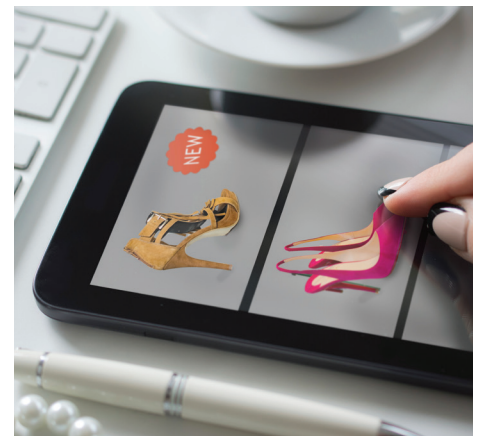
» **Meet your needs and help your business grow by assigning a dedicated representative to your account**

For each Cole International customer, we assign a single point of contact – your assurance that all your questions and needs will be handled personally by a Technical Service Representative with a deep understanding of your business and its customs and logistics challenges.

Audit Response Unit

Customs audits are serious matters, and the costs and impacts to your business can be high. Seemingly innocent requests for information often lead to major audits with potentially huge liabilities. Trying to go it alone without full knowledge of what may happen can have a very expensive outcome.

With Cole International on your side, your audit is far more likely to have a happy ending. Our Audit Response Unit liaises directly with customs officials, helps prepare any required documentation, and draws upon their extensive knowledge of customs regulations and practices to resolve issues and help you avoid steep penalties.



Logistics. Customs Brokerage. Trade consulting. It's what we do. Relentlessly determined to make our customers' jobs and lives easier, we take a business partner approach to every client relationship. We see – and understand – the big picture, and we go to any lengths to deliver the right solutions and the right answers.