





Wills. "And it continues to be that way; there isn't a lot of turnover. It's a testament to the importance of people in the organisation."

Brent Ellis, director of commercial warehouses, has been with Wills Transfer for more than 10 years, and he has seen first-hand what the company is all about. "We distinguish ourselves with our people," he agrees. Ellis also talks about how the company works just as hard to build relationships with its customers as it does the staff. "I was at someone's house who had moved 15 times, and used Wills Transfer for each of the moves. I think there's a feeling of

loyalty with our customers. It's a relationship thing. Another example is our first warehousing client, Hershey Canada; that relationship lasted until Hershey closed in Smith Falls."

### Staying flexible

Success in logistics is largely dependent on being able to adapt to industry changes. Wills Transfer has been able to do that; even after decades of being in business, the company has maintained a flexibility that comes with conscious effort.

"We have stayed small enough to be flexible," says Ellis. "Our warehousing division, for

example, was built on the strong manufacturing communities in small-town Ontario. Over the last 10 years, much of that industry has gone offshore, so we have diversified and taken on new opportunities. Our distribution work is now based around materials produced offshore. We pick up shipments at intermodal terminals, bring them into our warehouses and distribute the goods for the company."

For Wills Transfer, being flexible also means being readily available to make decisions and listen to customer feedback. "When there's a phone call, we answer it in person. There

isn't a ladder to climb if you want a decision made or want to speak to someone."

The ultimate goal is to rise to the top; by evolving with the industry, Wills Transfer is positioning itself to thrive. "We want to be a market leader in our region, so we're out there doing new business," says Wills. "We continue to improve in order to achieve our goal. So far, we have done really well. And that ties into our experience. Combined, we have hundreds of years of experience in the movement and management of goods. We have lot to offer." **CBI**



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