



**FOR IMMEDIATE RELEASE**

**AMPAD CHOOSES TRANSPLACE FOR COMPLETE TRANSPORTATION  
MANAGEMENT OUTSOURCING**

***Logistics Outsourcing Serves as Strategic Means to  
Maintain Competitive Edge***

**April 4, 2005 (Plano, Texas)** - Transplace, Inc., a logistics technology and transportation management services provider, today announced that American Pad & Paper LLC (Ampad), has chosen Transplace for complete transportation management outsourcing. Ampad, a leading manufacturer and distributor of writing pads, filing supplies, retail envelopes and specialty papers, will leverage Transplace's transportation and supply chain management and technology solution for its transportation needs, including all outbound and inbound product in North America as well as imported goods.

With more than 2,500 products manufactured, Ampad has enlisted Transplace to manage and optimize all shipments to retail locations and mass merchandisers nationwide. Under the relationship's scope, Transplace will run the overall services of transportation procurement, less-than-truckload consolidation, automated carrier tendering, freight audits and payments, shipment status and key performance measurement reporting.

"When looking for a company that would manage our transportation services, we knew we wanted a partner that would strategically advance our competitive edge," said Barry Schoonvel, Ampad's Executive Vice President, Operations. "Working with a consulting firm, we identified Transplace as one of the top 3PLs in the transportation industry. The company's talented people, technology, overall flexibility and a relentless commitment to meet our needs made this an easy decision."

Ampad will use Transplace's proprietary Dense Network Efficiency (DNE) platform to optimize transportation networks and collaborate with carrier partners to help lower logistics costs and improve service. The DNE combines the critical mass of virtually unlimited shipper freight and carrier capacity to provide optimization opportunities on a broad scale, systems connectivity that links shippers and carriers and drives supply chain visibility and real collaborative value and optimization technology utilizing highly automated, proprietary algorithms to identify transportation synergies.

"Our DNE platform has helped companies like Ampad leverage transportation management as a competitive advantage," said Tom Sanderson, Transplace's president and chief operating officer. "In optimizing Ampad's entire transportation network, we are enabling cost savings, business process efficiencies and continuous value that builds year after year – those benefits translate into a true strategic weapon for the company."

Key performance measures in the relationship include on-time shipment and delivery, complete and damage free shipments, freight claims and freight billing accuracy.



### **About Ampad**

Ampad is a leading manufacturer and distributor of writing pads, filing supplies, retail envelopes and specialty papers and serves many of the largest and fastest growing office products retailers and distributors in North America. Additional information on Ampad can be found at [www.ampad.com](http://www.ampad.com).

### **About Transplace**

Transplace is a third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, the company has proven its ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2004, Transplace was recognized by both *Inbound Logistics* magazine and *Logistics Management* magazine as a Top 10 3PL, and by *Global Logistics & Supply Chain Strategies* magazine as one of its 100 Great Supply Chain Partners. Transplace also was recognized in 2004 by BP Solvay Polyethylene North America as “Logistics Provider of the Year”, and by Sysco Food Services as “Transportation Provider of the Year.”

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