



# Leaders of the Pack

Pack & Send, the Australian success story operating in the retail packaging and freight forwarding market, has arrived in the UK

**T**HE BUSINESS has an enviable track record in its home market of Australia, where it is the number one operator in the retail packaging and freight forwarding market. Trading successfully for 14 years, it is on its way to becoming a global brand in a truly global market.

Pack & Send is being brought to the UK by ex-First Choice Holidays and Betterware chief Mike Ryan, who has amassed significant experience of launching new businesses in the UK during his 25 years' retailing and leisure experience. Mr Ryan and his co-investors have put together a first class team and have spent over 12 months investigating the opportunity before signing the deal with Michael Paul, the company's founder, earlier this year.

"We completed extensive due diligence on Pack & Send and the market, and everywhere we looked were bowled over by the sheer professionalism of the business, the 'No Limits' culture of the team, and the scale of opportunity it presents," says Mr Ryan. "In all, we travelled over 120,000 miles between us in our evaluation of it – that's five circumnavigations of the world – and haven't been able to find anything that comes anywhere close to offering what Pack & Send offers."

#### Business growth

The business has grown as a result of a number of global trends influencing the market.

The major freight carriers have built global operations geared to handling high volume (but low margin) business and have sophisticated and time sensitive processes to enable this. One route to improving margins is by building lower volume, higher margin business within the small office, home office (SoHo), small business and household markets.

The flexibility, retail infrastructure and geographical reach of Pack & Send provides it with an operationally and economically efficient method of achieving this.

"In effect," explains Mr Ryan, "Pack & Send not only provides them with the ability to handle the large, awkward, fragile, or valuable items but act as aggregators of individual customer parcels enabling them to pick up volume from Pack & Send rather than individual items direct from low volume, low frequency users."

The SoHo market place represents 90% of businesses within the UK and is forecast to grow steadily over the next 20 years as a result of changing employment trends, increased access to technology and increased focus on work life balance.

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Michael Paul (left) and Mike Ryan

Pack & Send's UK general manager, Tony Fowles, who joined Pack & Send from Safestore, explains: "The four million businesses that fall into this category are all potential Pack & Send customers as Pack & Send provides the flexibility, accessibility and high service levels that the larger carriers cannot economically or logistically deliver. In addition, increasing cost pressure on small/medium sized businesses is fuelling the trend for them outsourcing their entire pack and despatch departments, providing a further revenue source that the flexibility of Pack & Send can handle."

The growth in online auction sites such as eBay represents another segment of the low volume, low frequency user of freight services that Pack & Send is perfectly positioned to service.

"The statistics for eBay in the UK are staggering," enthuses Mr Ryan. "It has just reached its 15 millionth customer and has 10 million items for sale on the site at any one time. It accounts for 10% of all the time the UK population spend on the internet."

"With our specialist ability to handle large, fragile, valuable and awkward items, we are the ideal solution for eBay sellers – particularly for art and antiques, models, car parts, electronics and furniture."

Increasing trends in cross-border labour movements mean that 8.3% of the UK population were born abroad.

"These are all potential Pack & Send customers," Mr Fowles continues. "As Pack & Send gives these customers

the ability to easily and cost effectively send un-needed possessions, gifts or other items to relatives back home."

In addition to inbound migration, there are 2.9m UK nationals who live abroad – another segment of the low volume, low frequency user of freight and packing services that the flexibility and accessibility of Pack & Send caters too.

The UK is also the largest international market for Australian Pack & Send stores, and considerable volumes of sea and air freight already arrive within the UK every week from Pack & Send customers – all of which requires onward forwarding services, dockside consignment breakdowns and reciprocal freight forwarding back to Australia.

### The Pack & Send business

Pack & Send offers a complete range of freight, courier; postal, part removal and comprehensive packaging services through a network of retail outlets.

Pack & Send stores specialise in sending items that are: Fragile – Laptops, computer servers and glassware; Large – trade show equipment and office relocations; Awkward – architectural models, chandeliers and statues; and Valuable – artworks, antiques and collectables.

"One of the outstanding things about Pack & Send is the 'No Limits' culture," Mr Fowles says. "Nothing is too hard. We create raving fans by helping our customers achieve results well above their expectations, and these legendary levels of service create lasting relationships. There really are no limits to the range of solutions we are able to offer our customers."

In broad terms Pack & Send services three markets:

- Business (SoHo, SME, corporate) – who demand convenient, flexible solutions to increase their operational efficiencies and provide world-class service to their clients;
- Consumers (tourists, householders) – who demand more convenient and personalised services for sending personal effects, excess baggage and important messages;
- Freight Industry – who leverage off our retail network to capture customers they otherwise would not be able to service.

With the UK's largest network of freight services at their disposal, nothing is too hard. Pack & Send's solutions include local, domestic and international courier; air, sea and road freight; same day, overnight and point-to-point deliveries; unaccompanied/excess baggage; furniture removals and hi-tech transport; pet and vehicle transport.

"In effect, we are a solutions business," explains Paul Jago, head of franchise development. "We provide flexible, high service solutions to our customers' freight and packaging requirements."

"We would be delighted to talk to individuals who share our passion and enthusiasm for Pack & Send, and who are excited about being part of the development of a global brand and owning and operating a Pack & Send store," he continues. "We are particularly interested in talking to people who have solid experience in customer service, retail, or hospitality and leisure. You've got to be a people's person in this business."

"In terms of investment required," Mr Jago says, "it is unlikely that becoming a Pack & Send store owner is a possibility to anyone without access to a minimum of £100,000. Clearly some of that could be financed, but it will take that amount to get the store open and trade the business through its first year."

If you would like to learn more about becoming part of the Pack & Send story in the UK, call Mike Ryan, Paul Jago or Tony Fowles on 01 18 952 6938 or email them at [admin@packsend.co.uk](mailto:admin@packsend.co.uk). ■



#### Investment level:

MINIMUM INVESTMENT:  
£100,000

EMAIL:  
[admin@packsend.co.uk](mailto:admin@packsend.co.uk)

PHONE:  
01 18 952 6938

CLASSIFICATION:  
Retail packaging, freight forwarding