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# NOW COURIER, INC.

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Since 1986, the NOW Courier, Inc. story has been one of evolution, vision and the willingness to embrace change. On-demand, rapid delivery of packages and envelopes exploded in the mid-1980s. Fueled by rapid expansion of national giants such as FedEx and United Parcel Service, the founders of NOW Courier saw an enticing niche market available in Indianapolis. They burst upon the scene by offering services unheard of at that time. Companies could select their preferred service level based upon their customers' needs. Choices ranged from same-day delivery to "NOW service" that provided pick-up within 30 minutes and dedicated, non-stop delivery.

In addition, NOW Courier introduced trained, uniformed drivers with photo IDs. Drivers were also equipped with the latest communication devices. Today all drivers have state-wide pagers and either cell phones or Nextel phones. Sophisticated computer systems have benefited NOW Courier and its customers in everything from order entry and delivery tracking to account billing.

NOW Courier quickly established itself as the leader in the Indianapolis courier market. This position opened opportunities to form long-lasting partnerships with major medical and financial clients by providing scheduled and routed deliveries in addition to on-demand service. These partnerships were built upon NOW Courier's unique ability to thoroughly analyze a customer's needs and propose solutions for even the most demanding situations.

A vast array of resources ranging from cars and vans to 24-foot straight trucks enabled NOW Courier to turn these proposals into workable solutions that provided more efficiency



The delivery fleet includes cars, pickup trucks, full-size vans and 16-foot and 24-foot straight trucks.

and cost savings for its clients. Such success led to opening branch offices in Fort Wayne and South Bend, Indiana, Chicago, Illinois, and Louisville, Kentucky. Everyday NOW Courier drivers make deliveries all over Indiana and into its neighboring states.

The current roster of NOW Courier clients is a "Who's Who" of banks, hospitals, financial service companies, medical laboratories, governmental agencies and computer parts manufacturers. *The Indianapolis Business Journal* has consistently listed NOW Courier as the No. 1 courier in central Indiana, and the company received the "Consumers' Choice" award for business excellence. In fact, NOW Courier is the largest Indiana-based and locally owned courier company and is included in the top 10 percent of all courier companies in the United States.

In recent years NOW Courier has significantly expanded its role in providing warehousing and expedited delivery of critical electronic and computer parts throughout the state. NOW Courier is also providing logistical support for medical laboratories across the country. This includes picking up sensitive specimens, packing them and delivering them to airlines for shipment.

NOW Courier believes it has an even greater role to play in the years ahead. The ever-competitive business climate is challenging companies to re-examine their delivery methods and procedures. They will be asking themselves if it still makes sense to retain employees, maintain vehicles and incur rising fuel and insurance costs versus outsourcing to a proven, professional partner such as NOW Courier.

NOW Courier's corporate headquarters includes a 10,000-square-foot warehouse.