



Pack & Send - The Business

Pack & Send, winner of the 2007 PricewaterhouseCoopers ‘Franchisor of the Year’, is a national network of retail stores that provide packaging and freight forwarding services. Pack & Send provides customers with convenient, personalised and value added solutions when they need to send anything, anywhere.

Since the company’s formation in 1993 Pack & Send has expanded from a single retail store in Parramatta (NSW) to a national network of over 80 retail stores, operating in every state in Australia. Pack & Send’s extensive and growing store network, has earned it a reputation as being an important physical link to the logistics industry.

In 2006 Pack & Send decided, given its success in Australia, to expand its business internationally through master franchising. Countries such as New Zealand, United Kingdom, United States, Canada, Singapore, Malaysia, India, South Africa, United Arab Emirates and Qatar were initially identified as entry markets.



The Challenge

The benefits that could be attained from Pack & Send moving into the global market were tempered by the risk that other businesses may try to use the name and reputation of Pack & Send to their own advantage. In order to maximise the potential benefits Pack & Send needed to establish their brand internationally and protect it from being exploited, without suffering costs that would make the whole exercise economically unfeasible.

The Solution

Having worked with Pack & Send since 2003 DC Strategy were familiar with the Pack & Send brand and trademarks and had the ability to assist them in expanding their business internationally. After preparing a list of the prospective countries, DC Strategy undertook research into international contacts, using its connections through the UNIFRAN alliance to find reliable and cost efficient law firms who were capable of acting as local agents.

For cost and efficiency reasons trademark applications were made through the Madrid Protocol, where possible. This is an international trademark system, which allows registrations to be made in countries that are a signatory to the convention, in a quick and efficient manner. Countries including the United Kingdom, the United States, Japan, China and the European Community are members of the Madrid Protocol.



The Outcomes

Pack & Send now has international trademarks registered, or awaiting registration, in the majority of worldwide countries. As a result of having the trademarks registered Pack & Send have ensured that their brand name and logo will be protected from the moment they begin trading internationally. Further, thanks to the formation of relations with international law firms, Pack & Send now has reliable contacts in a range of the countries which can assist further with the development of the business and registration of the company.

The importance of protecting a trademark, particularly at an international level, cannot be underestimated. Pack & Send now have an identifiable name and image in the international arena, as well as the knowledge and experience to expand this even further. With the help of DC Strategy they were able to establish the reputation that they have in Australia for superior service and products, in the international market.

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