



Small Business Success



Meet Jason & Adam's RX Apparel

How can you find a place for your product in the market? A key question every aspiring business owner should ask themselves. The answer: you've got to find your niche and let your own consumer experiences guide you. At least that was the case for friends turned business partners Jason Minion and Adam Gauer. They created what they couldn't find, setting them on the path to entrepreneurial success when they launched British Columbia based, RX Apparel (RX) in 2010.

Minion and Gauer, two cross-fit athletes, set out to find the perfect pair of shorts to suit their sport, but it wasn't as easy as they expected. "We had some 'must have' features that we were hoping to find, but after months of hunting for a pair of shorts they might as well have been a unicorn, we were no further ahead than when we had started," said Minion. They quickly saw a need—and opportunity—for high quality performance fabrics designed with the athlete in mind. So, the pair set out to create their own.

After much investigation, research and product development, they were able to

manufacture a product that offered all of the features they had been looking for. With that, the first RX Shorts were born. The duo targeted an existing niche market but provided consumers with something unique, setting them apart from competitors. They created products with high quality fabrics designed for durability, mobility and breathability for all types of athletes. The company has had tremendous growth since its inception. Today, RX sells their products to resellers and customers all over the world through their e-commerce site: rxapparel.com.

The supply chain that was required to support the growth was complex. The sale of one pair of shorts requires multiple touch points in their supply chain. Before production even starts there is extensive collaboration between the designers, the pattern makers, the various fabric suppliers and manufacturers located all over the world. "It is crucial we had a partner with the knowledge and expertise in compliance who could understand and manage our global transactions and relationships," Minion explains.

Company name:

RX Apparel

Year founded: 2010

Company description:

Manufacturer of performance apparel with high quality fabrics designed for durability, mobility and breathability for all types of athletes.

Challenge: RX required a supply chain to support their growth. The sale of one pair of shorts requires multiple touch points in their supply chain. They needed a partner with the knowledge and expertise in compliance who could understand and manage their global transactions and relationships.

Solution: [UPS Customs Brokerage](#)

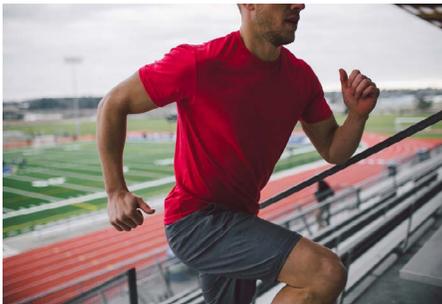
Result: UPS helped simplify RX's international relationships and keeps them informed of compliance requirements throughout the shipping process so their customers will get their packages when they expect them.

E-Commerce site: rxapparel.com

How UPS helped RX Apparel

RX partnered with UPS to help simplify their international relationships. From manufacturing to customer sales, UPS helps get their packages where they need to be. The company uses a variety of customized UPS services, like UPS Customs Brokerage, to ensure customs documents are completed correctly, orders are cleared and the business adapts in order to streamline processes. "Our partnership with UPS has really

been a key part of our growth. Knowing we have a partner that is regulating our trade compliance helps our team stay ahead of the curve to focus on growing our business." UPS services provide RX with the reliability they need to make sure their product will be delivered on time no matter where their customers are located. After all, e-commerce has no borders.



From Technical to Functional

We encourage our clients to take a look beyond the logo of the apparel they purchase. In doing so we hold ourselves accountable to putting quality and innovation above all else. Our company mandate led us to products that are lighter, stronger, more comfortable, provide unrestricted mobility, and offer superior breathability and wicking performance. Our versatile FLEX-SIL™, FLEXSIL-XT™, AND COM-TEC™ performance fabrics are the result of much research and development.

COM-TEC™: Ultra soft, performance 4-way stretch, moisture wicking, anti-pill, pre-shrunk, none see through COM-TEC™ fabric. In addition to all of this it also provides all the benefits of compression with its moderate compression construction.

FLEX-SIL™: Super lightweight, soft, 4 way stretch, high tensile strength, superior wicking FLEX-SIL™ performance fabric.

FLEXSIL-XT™: We've taken our popular FLEX-SIL™ fabric and made it even lighter. Ultra light, 4-way stretch, superior moisture management, non-stink FLEXSIL-XT™ high performance fabric.



Want your business to be profiled? Here's what we're looking for:

- **You're a consistent shipper**
You're frequently shipping product or samples to clients in Canada and internationally.
- **Your business is only a tweet away**
You understand the value of social media for business and are constantly reviewing how to leverage Twitter, Facebook and more to reach your customers.
- **You take advantage of discounts**
Your business benefits from savings offerings to help manage costs. The [UPS Small Business program](#) is a dependable savings that sticks around for the long run.

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