



UPS Connect®

RegattaSport relies on UPS for a winning finish

By age 25, Chris Cookson had compiled an impressive athletic resumé. He was a member of the Canadian national rowing team and part of the eight-man crew that won the 1993 World Championships for Canada. When his athletic career began winding down, Chris drew on his experiences as an athlete to develop a clever business strategy. When he was competing, he and his crew mates found their clothes needed custom design or modification to meet the rigours of rowing. Cookson approached then fellow team mate Joe Camillo with the idea of building a clothing line geared specifically to meet the needs of rowers.

“The needs of rowing teams are different than a hockey or soccer team,” says Cookson. “For example, university rowing teams usually compete a few weeks after the crews are formed because their seasons are short. All the members of a crew have

to be dressed in the same uniform but you can’t pre-order them since you don’t know the sizes of your crew members until the selections are made.”

RegattaSport began offering its unique product line to teams around the world, many of which were in Europe or Australia. Their custom designs allowed RegattaSport to become one of the leading suppliers of rowing clothing in the world.

Shipping around the globe

To meet rowing crews’ tight deadlines, RegattaSport manufactures all their clothing in Canada. With the small quantities and fast turnaround time required, there is no option to outsource manufacturing to another country. Each order is custom made to a team’s specifications. RegattaSport’s competitive edge is its ability to manufacture custom orders for as few as four people, which is a big advantage for smaller rowing

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crews. Once the clothing is designed and manufactured, RegattaSport ships with UPS to meet the crews’ tight international deadlines.

“Our timelines are usually compressed and there have been times when we have asked UPS to deliver shirts directly to regattas or competitions around the world,” Cookson says. “If the crew members are not wearing the same jerseys, they can’t compete. It’s that simple. So, it is extremely important to know that when we send a package, it is going to arrive on time.”

UPS has been a partner with RegattaSport since the company opened its doors in 1988. In fact, Cookson remembers filling out early UPS forms with carbon paper to make copies of the shipping waybills. Now the team uses UPS Connect® automated shipping software on office computers for all their shipping needs. UPS Connect allows them to prepare, track and manage shipments around the world. Customers also get real-time updates on their package delivery status through Quantum View® Notify, which sends automated e-mails to up to five recipients providing shipped, delivery or exception notification.

“Our busy times are spring, summer and fall when packages go out daily to various sporting events around the world,” Cookson explains. “We rely heavily on UPS to deliver on time and ensure our packages are cleared through customs. Every order has its own timeline depending on when the team needs it and the design and manufacturing takes the lion’s share of that time. It is comforting to know UPS can deliver the final outfits in as little as a day or two.”

Reaching new international markets

RegattaSport continues to expand into new global markets, attracting customers from around the world. Dragon boat racing is becoming increasingly popular and the company recently attended the World Championships in Australia to promote their brand.

“From a design perspective, dragon boat teams are really fun because there aren’t as many clothing rules or traditions to follow as there are with rowing,” explains Cookson. “They’re also good for business, because there are more dragon boat crew members, which means more jerseys are needed.”

RegattaSport recently added the sublimation process to its capabilities so that the colour is “burned” into the fabric to prevent fading or peeling of graphics. The process increases the lifespan of the elaborately detailed dragon boat jerseys, ensuring they last.

As the company expands its product lines and customer base, UPS continues to deliver its athletic clothing around the world.

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