THE FEDERAL EXPRESS PARTS BANK.
IT WILL CHANGE THE WAY YOU THINK
ABOUT DISTRIBUTION FOREVER.

This little part can shut down an entire plant.

But so far, it's had to go through a complex series of separate operations and companies to get it where it's needed: regional warehouses, air freight forwarders, commercial airlines, and trucking firms. And nobody's been very happy with the results.

Now Federal Express has come up with a solution. And like all great ideas, this one is simple.

A WAREHOUSE WITH ITS OWN AIRLINE.

Air Freight Supplement called it "the coup of the year in respect to air freight and physical distribution." We call it The Federal Express Parts Bank.

What it is, is a warehouse and an airline combined.

It's located in the "air center" of the United States, Memphis.

And once you put your parts in The Federal Express Parts Bank, they're only 100 feet from the Federal Express jets.

And on the average they're only 6 hours from any place in the country.

FEWER MOVING PARTS.
The advantages of The Federal Express Parts Bank seem to put every other system of distribution at a disadvantage.

First, you don't need as much inventory.

With one central warehouse that can serve the entire country in a matter of hours, you don't need a lot of regional warehouses, each full of expensive inventory.

And that money can be used to work for you in other areas.

Aside from money, we can save you a lot of aggravation.

A broken machine is an unhappy customer.

And there's no faster, more efficient way for machines scattered all across the country to get the parts they need than from The Federal Express Parts Bank.

It also offers more control.

Because it's easier to keep track of everything if it's all in one place.

We receive, store, take orders for, select, pack and fly your parts for you.

And we do it 24 hours a day, 7 days a week, to virtually every city in the country.

Say one of your customers' machines breaks down in Seattle at midnight. Just call us by 2:00 a.m. and the part will be in Seattle hours later, where either you can pick it up or we'll deliver it to you with one of our trucks.

Only Federal Express can perform this feat because we're the only airline that flies mainly overnight.

And if a Federal plane isn't the next one leaving, we'll have it in the air on one of the hundreds of commercial airline flights that serve Memphis.

That's the theory. Now for the results.

IT'S WORKING.

At this point, 25 companies are using The Federal Express Parts Bank.

It's costing them the same or less than the way they were doing things before.

And instead of getting complaints for their service, they're starting to get some compliments.

We think The Federal Express Parts Bank is the ultimate in fourth generation field support.

If you're interested, call Wylie Tate, Vice President, at 800-238-5345.

He'll arrange for you to talk to some of our customers to get their opinions.

Or he'll do a systems and cost analysis of the way you're distributing now versus the way we would do it.

And if you like, he can arrange for you to try us on a 4-week trial basis.

We know if we can change your thinking about distribution for 4 weeks, we can change it forever.

FEDERAL EXPRESS
Parts Bank

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