

Purolator Express

Envelope/Enveloppe



The Purolator logo, consisting of a stylized blue and red graphic element followed by the word "Purolator" in a bold, italicized red font.

Helping deliver the Games / Prenez la route des Jeux



Purolator's Vancouver 2010 Olympic Mailers


by **Kon Sokolyk**

In 2008, Purolator Courier Ltd. was named Official Supplier to the Vancouver 2010 Olympic and Paralympic Winter Games. During the Games, Purolator's responsibilities will include the pick up and delivery of all courier material going into and out of the various venues. Prior to the Games, Purolator will deliver the event tickets.

Purolator's association with Vancouver 2010 dates back to 2003 when the courier company joined the team supporting Vancouver's bid for the 2010 Games. That year, Purolator delivered the bid documents to the International Olympic Committee in Lausanne, Switzerland.

Leading up to Vancouver 2010, Purolator redesigned its packaging – light cardboard envelopes (38 cm x 24 cm), plastic pack envelopes (40.5

cm x 30.5 cm), and corrugated cardboard boxes – to reflect the company's Official Supplier status. At least five designs – bobsleigh, cross country skiing, hockey, Alpine skiing and snowboarding – adorn the packaging (shown on the facing page). The sport images appear to be bursting out of a splash of red and blue, the company's logo. The colors can also be seen to the left of the company name on the envelopes. Below the company name is its 2010 slogan in English and French "Helping deliver the Games / Prenez la route des Jeux." Above the sporting images are the Vancouver 2010 Olympic and Paralympic logos along with Official Supplier wording.

The majority owner of Purolator Courier Ltd. is Canada Post Corporation. 

Reference: <http://www.purolator.com>



Above: snowboarding, ice hockey and bobsleigh.

Below: Alpine skiing and cross-country skiing.

