

FedEx ensures Ken Duncan's treasures are treasured

Globally acclaimed Australian photographer, Ken Duncan, turned to FedEx when he identified reliable overseas delivery as a key factor in the growth plans of his company. Five years on, the relationship is as strong as ever.

Australia has scenery just begging to be captured photographically by locals and tourists alike. The problem is, it often takes a professional to capture it perfectly. Ken Duncan is such a photographer, and his works are so popular that he has had to create an industry to supply the growing demand for his works.

In 1999, with the 2000 Sydney Olympics approaching, Mr Duncan recognised the need to offer a reliable overseas delivery service to satisfy the expected influx of tourists, and therefore increased sales of his works.

Jen Lees, Production Manager of the Ken Duncan Group says, "We chose FedEx not only because it met our main criterion of reliability, shipment transparency and experience with fragile shipments, but it was also a brand that is known and trusted around the world; an important factor for our overseas customers."

With galleries in Sydney, Melbourne, the NSW Central Coast and Hunter Valley, the Ken Duncan Group represents the largest chain of privately owned photographic galleries in the country, offering a showcase of panoramic photography in the form of prints, books, postcards and jigsaw puzzles. "Purchasers include tourists visiting our galleries who require delivery of their purchase, plus we have a growing number of US and UK customers who purchase from our web site and have our works shipped directly to their homes and offices," said Ms Lees.

Ken Duncan encourages customers to have their prints fully framed prior to shipment. This is done for two reasons: Firstly, not all framers are familiar with the delicate nature

of the Ilfochrome paper used for the prints. Without a thorough knowledge of the photographic paper, some framing processes can actually damage the prints. Secondly, the right frame will enhance a print's beauty; a fact Ken Duncan takes very seriously.

“As an artist, Ken likes to see his prints presented in the best way possible. It is when the prints are framed that the need for a reliable transport company becomes urgent,” said Ms Lees.

Framed prints cost between \$150 and \$7,500 with sizes up to 75” (180cm). Customers therefore need to be assured their purchase will arrive in pristine condition, and on time.

Working with Ms Lees is Production Co-Ordinator Megan Ballinger, responsible for product delivery. “FedEx makes my job so much easier in many ways” said Ms Ballinger. “They call at the same time every working day, so we know when the packing process needs to be completed. We also have all the paperwork completed, a simple task using FedEx’s Insight program.”

Framed prints are an extremely fragile item, with frames and glass that can easily be damaged in transit.

Ms Ballinger says; “In the rare instance that damage occurs, and that’s usually only a chip or scratch on the frame, FedEx’s claim process is fast and efficient. I think that’s because they’ve been working with us for around five years and they know and trust our packing process”.

A few years ago, in an effort to reduce transportation costs of the smaller shipments, the Group trialed another well-known transport company.

“We were trying to reduce the shipping component of the overall cost of our smaller and less expensive prints. While the company we trialed was a little cheaper, the reliability of its drivers was an issue and their overall professionalism wasn’t up to that of FedEx. It

was worth a try, but the hassle wasn't worth the small amount we were saving," said Ms Ballinger

In a visible sense, FedEx provides a reliable and trusted transport service for the Ken Duncan group. Deliveries arrive on time and unharmed, with purchases to the USA and UK taking between just 24 and 48 hours. Behind the scenes, it also delivers benefits to its customer in terms of delivery transparency and invoicing accuracy.

"With FedEx, we receive a tracking number for each shipment which enables us to see exactly where the parcel is at any time during its delivery route. We can also email the individual tracking numbers to our customers, so that they can check on the progress of their delivery," said Ms Lees.

According to Ms Ballinger, another way in which FedEx has proven itself an indispensable partner is through its accurate invoicing procedures. "The invoices arrive weekly and are thoroughly professional. They even include our internal customer reference numbers on the invoice. This saves me valuable amounts of time that would otherwise be spent trying to find the order that matches the invoice".

After a five-year partnership, Ms Ballinger continues to be happy with the service FedEx provides. "Customers may love Ken's work, but they also have to be certain that our company can deliver their precious order quickly and safely. FedEx has helped us establish a reputable and professional image in that important aspect of our business".



PHOTO CAPTION:

With prints as magnificent as this, it is little wonder the purchaser of a Ken Duncan print needs to know it will arrive at its destination safely. In this regard, FedEx provides an indispensable service.

About the Ken Duncan Group

Ken Duncan began his career as a photographer after leaving school. His portfolio now contains over 80,000 panoramic images. The popularity of these images is shown through the record prices fetched by his Limited Edition Print and in the number of national and international awards he has achieved.

These awards include gold and silver medals at the Australian National Print Awards in 2001 for The Limited Edition Book, "*The Ken Duncan Collection*". It subsequently won a "Benny" (Best of Category) Award at the American National Prints Awards.

Ken Duncan was also the photographer preferred by former Australian band, Midnight Oil. All the photography on their "Diesel and Dust" album is Ken's work and that album won the "Best Cover Art" Award at the ARIA presentations in 1988. In 1988 Duncan won International Music Photographer of the Year at the prestigious Diamond Awards Festival. America's *Rolling Stone* magazine chose Ken's stunning portrait of Midnight Oil for the cover of their March 1990 issue.

About Federal Express

With annual revenues of \$23 billion, FedEx Corp. is the premier global provider of transportation, e-commerce and supply chain management services. FedEx ranked highest in the J.D. Power and Associates 2002 *Small Package Delivery Service Business Customer Satisfaction Study*SM in the categories of air, ground and international delivery services.

