

**Rakuten**  
**SUPER LOGISTICS**



**2022** 

**Media Kit**



# RAKUTEN SUPER LOGISTICS

## FACT SHEET

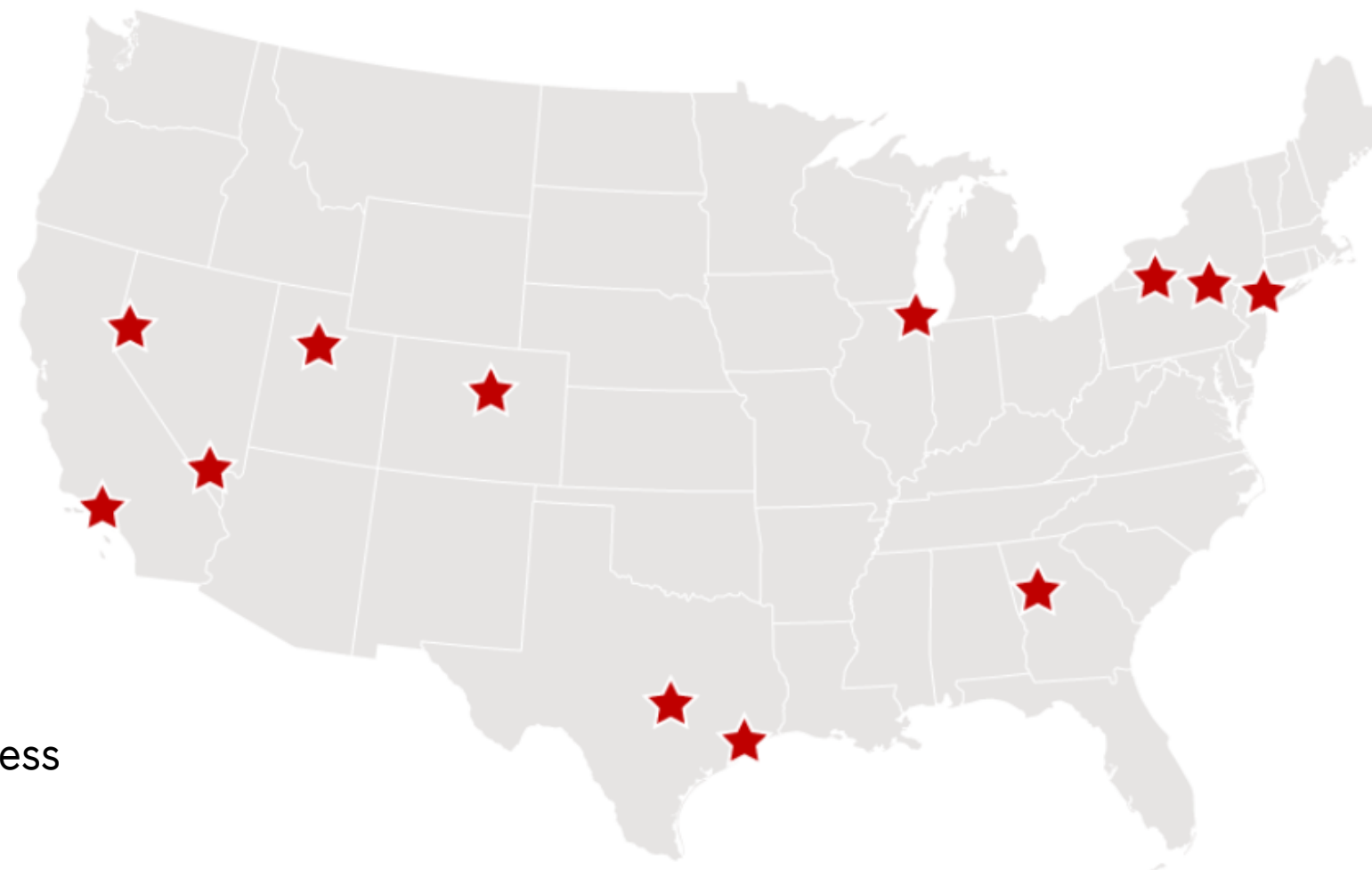
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Founded

# 2001

### Executive Management

- **Michael Manzione**, CEO and President
- **Robert Tillman**, VP of Operations
- **Gregg Beall**, VP of Information Technology
- **Jason Chan**, VP of Sales, Marketing, and Client Success
- **Enosha Jackson**, Director of Human Resources
- **Lauren Groh**, Director of Finance



### 12 Locations

- Anaheim, CA
- Las Vegas, NV
- Reno, NV
- Chicago, IL
- Austin, TX
- Houston, TX
- Atlanta, GA
- Carlstadt, NJ
- Olean, NY
- Scranton, PA
- Denver, CO
- Salt Lake City, UT

**Xparcel**

A revolutionary shipping platform for Rakuten Super Logistics clients. Xparcel uses a sophisticated algorithm that analyzes a packages' weight, dimensions, origin, and destination to select the optimal shipping service for every package shipped. Xparcel features an extensive network of national and regional shipping partners.

Xparcel offers a product option to meet every shipping need:

- Xparcel Priority: 1-3 Day Average Transit Times
- Xparcel Expedited: 2-5 Day Average Transit Times
- Xparcel Ground: 3-8 Day Average Transit Times

**Order Fulfillment**

- Multichannel eCommerce solution
- Returns
- Kitting
- Subscription
- Amazon FBM
- Robotics Solutions

**eCommerce Solutions**

- Warehouse management
- DDP / EDI
- B2B
- SmartFreight

**The Superstar Team**

With over 20 years of experience, we know what we're doing. Shipping quickly, accurately, and cost-effectively can make or break your brand. Trust the experts to give your customers the shipping experience they deserve, all while saving you time and money.

**1 - 2 Day US Ground Shipping Network**

With strategically located facilities across the country, reach 98% of the United States within 2 days at ground rates. We ensure operational excellence no matter where your inventory is shipping from.

**Xparcel Technology**

A unique algorithm that factors in price, speed, and accessorial fees to find the optimal shipping option. Don't worry about comparing carriers and shipping methods— keep shipping costs low and customer satisfaction high, with Xparcel.

**Next-Day Fulfillment**

We're all about the hustle. Within 1 business day of receiving an order, we'll have it picked, packed, and ready to ship. Combine that with our 1-2 Day US Ground Delivery Network and 100% order accuracy, we'll help turn your audience into lifelong fans.

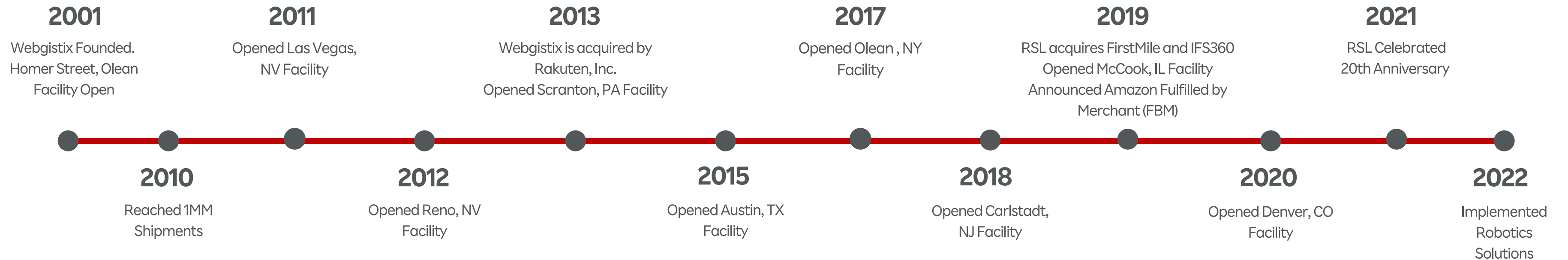
**Flawless or Free Guarantee**

We ship out the right order within 1 business day, guaranteed. While other companies talk about their skills, we put our money where our mouth is. If we make a mistake, we'll pay to fix it.



# Company Timeline

**OVER 20 YEARS OF EXCELLENCE**



# WHAT IS RSL?

Rakuten Super Logistics is a premier provider of eCommerce logistics fulfillment with 12 facilities nationwide, allowing merchants to deliver their goods quickly and efficiently in a cost-effective manner backed up by US-based client services.

With over 20 years of experience, we really know how to pick, pack, and ship. We're not just another fulfillment company –

**WE'RE FULFILLMENT SUPERSTARS!**



# OUR MISSION



As a leading eCommerce order fulfillment company, Rakuten Super Logistics provides the scalability, flexibility, and cost savings retailer's demand. With our order fulfillment services, we empower eCommerce businesses—no matter their size—to compete with any online retailer in the world.

RSL provides eCommerce retailers the resources to increase the speed of order delivery and constantly improve order fulfillment accuracy while lowering shipping costs and increasing customer satisfaction.

We partner with you to determine where your product should be located in order to get the lowest shipping costs available. Our nationwide network of facilities are located near major US ports and transportation hubs. These ports and hubs allow for efficient transportation and shipping costs. Once in our facilities, your inventory will be within a 1-2 Day Ground Delivery Network for 98% of the United States.

RSL's success has been based on the hard work and commitment of our people. We understand that, even in the age of technology, operational success depends on hiring the best people—which is why we hire, train, and endeavor to promote from within our company. We believe that technology serves people and that our team has to universally share a commitment to our clients.

Since 2001, our eCommerce fulfillment services have evolved alongside retail and the online seller, but our values have remained constant. We remain committed to operational excellence, efficiently managed fulfillment centers, and responsive in-house client support.

**OUR MISSION IS TO EMPOWER RETAILERS.**

# OUR VALUES

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## We honor RELATIONSHIPS

We put people first. With US based client services on both coasts, you'll get us on the phone when you need us. We're experts at crunching the numbers and analyzing the data, but we never forget about the heart. Our clients know they can count on us.

## We act like PARTNERS

Every star needs a stellar team. RSL is an extension of your business. For us, it's more than just handling inventory and packing orders— we're taking care of your brand. We see your passion and your drive, and we're here to match it.

## We love DOING IT RIGHT

We don't just talk about excellence— we guarantee it. We send out the right order to the right place within 24 hours, every time. After 20 years in the business, we rarely make a mistake. But if we do, we'll pay to fix it. By taking responsibility, we're always improving on best practices.

## We always PLAY TO WIN

We're ready to take your business to the next level. With our extensive network of facilities across the US, we support successful businesses in becoming eCommerce superstars. When you win, we win.

# FEATURES + VALUE PROPOSITIONS

## Xparcel

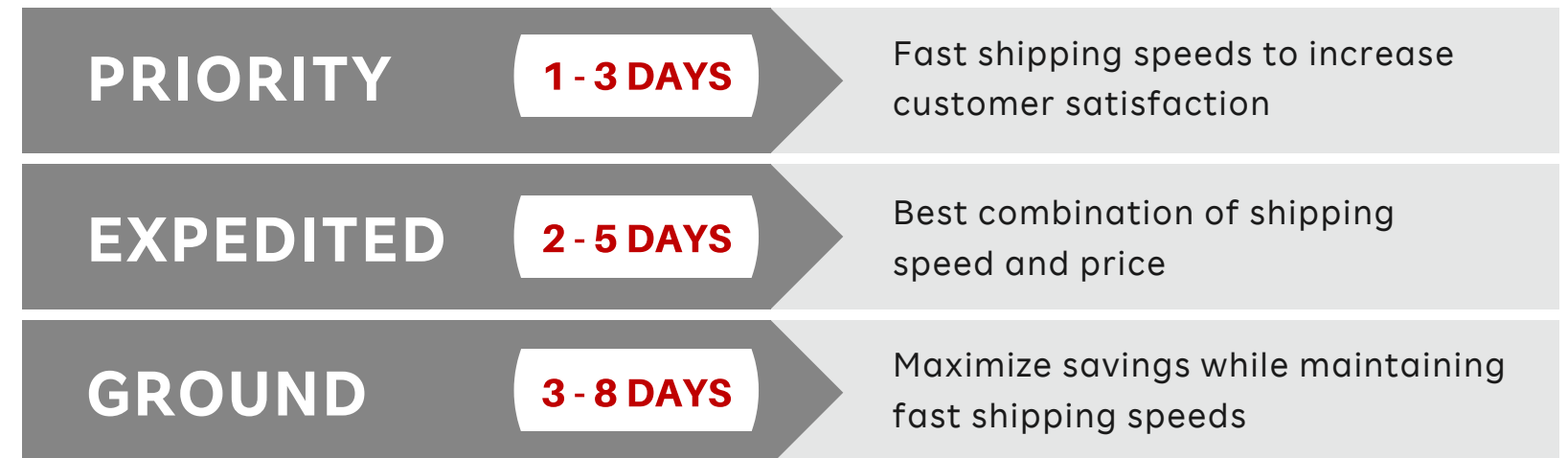
Keep shipping costs low and customer satisfaction high, with Xparcel.

For Rakuten Super Logistics clients, Xparcel changes the game for online retailers by optimizing shipping speeds and dependable delivery without increasing costs. Xparcel shops for the best combination of price and service for every package shipped.

Our logistics experts have built an extensive network of national and regional shipping carriers, including UPS, DHL, and USPS.

Using a sophisticated algorithm that analyzes a packages' weight, dimensions, origin, and destination, Xparcel chooses the best shipping service for your packages. No more wasting time shopping around and comparing prices.

With RSL and Xparcel, you don't have to wonder if you're getting the best shipping rates or worry about choosing the best shipping method. Instead, you can focus on what's most important—successfully growing and scaling your eCommerce business the right way.





# BRAND ASSETS

## LOGO

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The Rakuten logo design includes a graphical interpretation of the Japanese kanji character for “ichi” (一). Ichi stands for “No. 1”, “Only One”, and “One Team”.

**Rakuten**  
**SUPER LOGISTICS**

# LOGO ASSETS **Primary Lockdown**

The primary logo in red should be used on white backgrounds. When using colored backgrounds, the white logo should be used. When placing the logo on an image, ensure there is contrast between the symbol and the background.



Red Vertical Logo



Black Vertical Logo



White Vertical Logo



Red Horizontal Logo



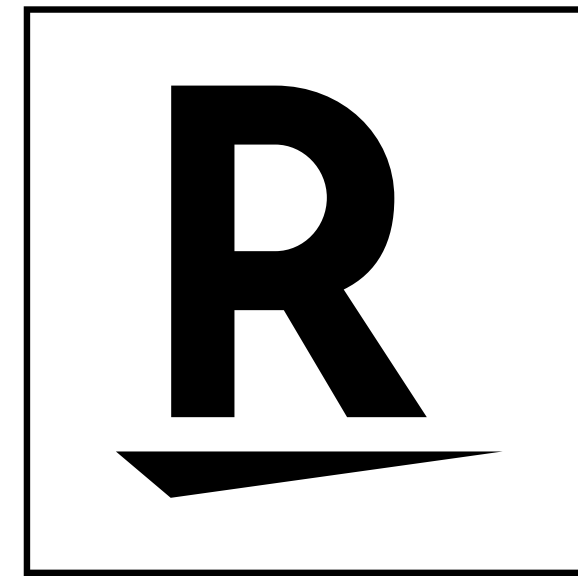
Black Horizontal Logo



White Horizontal Logo

# LOGO ASSETS **Variants**

The symbol should be used on a white background. Use the white symbol on colored backgrounds. When placing the symbol on an image, ensure there is contrast between the symbol and the background.



Icon Logo

# LOGO ASSETS **Color**

Crimson red should be used as much as possible. If a different color is required, use a different shade of crimson red by modifying the brightness or saturation, or use grayscale.

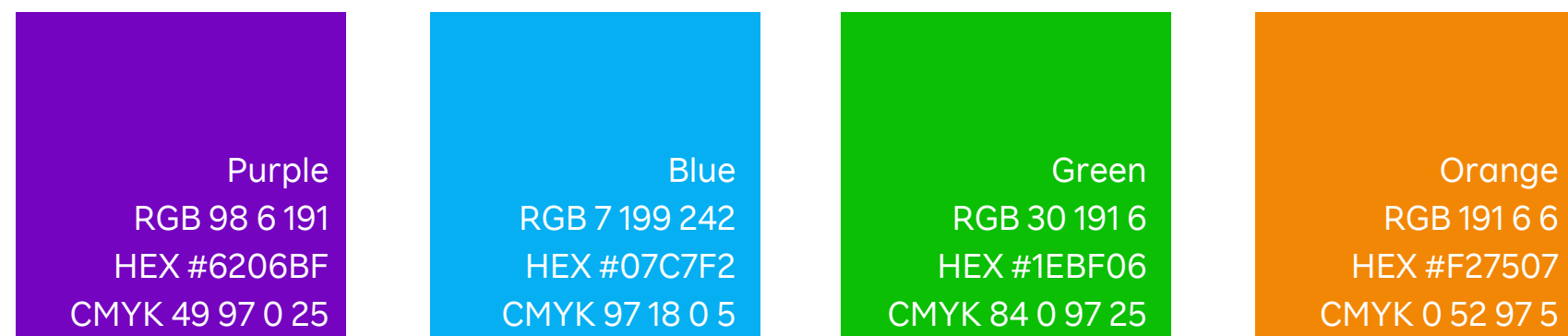
## Primary Palette

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## Secondary Palette

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Use the secondary palette to add vibrant visual accents. Do not use secondary colors for text. Use only black or white text. Secondary colors can be used with primary colors.

# LOGO ASSETS **Examples of Misuse**

Below are examples of what not to do with the logos.

 **Rakuten SUPER LOGISTICS**

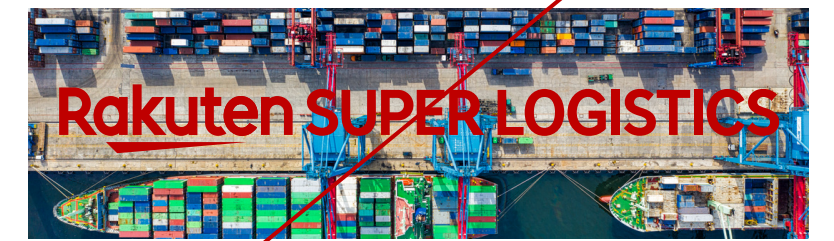
DO NOT use the old logo

 **LOGO**  
**Rakuten SUPER LOGISTICS**

DO NOT invade Clear Space

 **Rakuten SUPER LOGISTICS**

DO NOT apply any effects

 **Rakuten SUPER LOGISTICS**

DO NOT use distracting backgrounds

 **Rakuten SUPER LOGISTICS**

DO NOT combine with the symbol

 **Rakuten SUPER LOGISTICS** *Headline*

DO NOT combine with catchphrases

 **Rakuten SUPER LOGISTICS**

DO NOT color the elements

 **Rakuten SUPER LOGISTICS**

DO NOT fill with other colors

 **Rakuten SUPER LOGISTICS**

DO NOT rotate

 **Rakuten SUPER LOGISTICS** ⚡

DO NOT add elements

 **Rakuten SUPERLOGISTICS**

DO NOT resize or scale disproportionately

 **Rakuten SUPER LOGISTICS**

DO NOT typeset the logo

# FONTS

Rakuten font is a unique typeface designed and developed to represent the Rakuten brand. It has four styles and five weights. The type family is designed to provide a complete and flexible set of typographical elements representing the evolved Rakuten brand identity, aligned with the “Unique, yet unified” spirit of ONE Brand Strategy. Rakuten font should be used for various creatives such as company logos, brand assets, and UI/UX designs.

Note: Use Arial if converting.

Sans	Rounded	Serif	Condensed
AaAa	Aa	AaAa	Aa
AaAa	Aa	AaAa	Aa
<b>AaAa</b>	<b>Aa</b>	<b>AaAa</b>	<b>Aa</b>
<b>AaAa</b>	<b>Aa</b>	<b>AaAa</b>	<b>Aa</b>
<b>AaAa</b>	<b>Aa</b>	<b>AaAa</b>	<b>Aa</b>

From top, Light, Regular, SemiBold, Bold, Black

# Contact

For inquiries, please reach out to:

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Director of Marketing and Communications

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Sarah.Smith@rakuten.com

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[www.rakutensl.com](http://www.rakutensl.com)

