



4SameDay Changes Logo to Reflect New Direction

4SameDay Couriers, the premier independent courier network, today announced its new logo as part of a new image campaign and company positioning strategy for the future. The change reflects the significant broadening of capabilities that has occurred in the past year as the company expanded and introduced a portfolio of new services.

([PRWEB](#)) April 7, 2005 -- 4SameDay Couriers, the premier independent courier network, today announced its new logo as part of a new image campaign and company positioning strategy for the future. The change reflects the significant broadening of capabilities that has occurred in the past year as the company expanded and introduced a portfolio of new services.

While Search Engine Marketing for the transportation industry will remain an integral part of the company portfolio, capabilities have broadened to include full business management software solutions, freight shipping, nationwide delivery fulfillment as well as a transportation consulting division. The new logo represents this evolution of services.

“Our new image allows us to focus on building a single brand for new services going forward and provides an updated look, which was a critical step in the brand’s evolution,” says Mary Meredith, Director of Marketing and Sales.

“Through 4SameDay Solutions, couriers can not only be a member of the largest independently owned courier network, but they can also choose to offer technology features to their customers such as web orders, package tracking, optimized routes, 2-way mobile data, records management, barcode scanning, GPS tracking, and a variety of Industry leading technologies,” said George Best, President.

Although 4SameDay shared the change with the public today, the new brand will make its full release in early summer. Changes in website, marketing materials and regional advertising will commence through a phased approach.

About 4SameDay Solutions

4SameDay Solutions is North America’s premier independent courier network and business information management software provider. With 4SameDay, couriers receive nationwide advertising on the largest independent network of couriers along with leading edge express delivery management technology. Additional press releases and information on becoming a provider is available at www.4sameday.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).