

PURITY'S Post



Matthew James,
President and CEO
Purity Life Health Products LP

Happy New Year!

To all our business partners (retailers, vendors, and brokers), I would like to wish all of you a healthy, happy, and prosperous 2017 on behalf of all of us at Purity Life. We expect 2017 to be a transformational year for Purity Life as our new warehouse opens up in May 2017, and starting in 2017, our new warehouse automation system comes online and our new expanded dry-food selection becomes available to all retailers across Canada.

With the success we have had by honing our skills as a distributor, we want to continue to expand on this strength with a broader selection of products to be able to better serve the needs of all our business partners. To achieve this, we have a team at Purity Life assigned specifically to identify lines and new vendor partners so we can continue to bring innovative and unique items to market beyond the traditional supplement and health-and-beauty products we currently carry.

The transformational growth we expect in 2017 is coming not only from more product selection but also from the efficiencies we are investing in to maximize our order turnaround time and, at the same time, minimize our handling time of the products we distribute. To this end, we are refitting our current eastern warehouse to maximize its space for more efficient product layout and ease of picking for customer orders. We expect these changes to translate into getting product to our retail partners faster.

In 2017 we will continue to focus on innovation, not only in the products we distribute but also in the services we provide as we continue to build on all the great features of our CustomerLink system, which has gone well beyond just a way to order from Purity Life, but is also a valuable resource for retailers to get their invoices, sales information, top-ranking SKU information, product specification (codes, UPCs, descriptions, etc.), as well as ingredients and nutrition facts for products.

Of course, the transformation would not be complete in 2017 if we did not also continue to invest in our employees at Purity Life so they can, in turn, provide all of our business partners with continued exceptional service. In this area, we are proud to announce that we are implementing a matching retirement program for our employees to invest in their success beyond their retirement from Purity Life.

Like any business, Purity Life has evolved over the years, and, in the process, we have worked hard at creating a culture centred around our values of Collaboration, Operational Excellence, Mutual Respect, Integrity, and Transparency so that we can continue to be successful in the future and live up to the reason why we exist, which is to distribute products that make a difference in people's lives.

From all of us at Purity Life, we hope that your 2017 is equally transformational.

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