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## Transpro Freight Systems Plays a Significant Role in Town of Milton's "This way up" Campaign Launch



Transpro Freight Systems relocated to Milton, from their facility in Mississauga, in August of 2008. They had their new facility designed to their exact specifications, which included a large warehousing operation to complement their LTL and Truckload, transborder offerings. Joe Carusi, Vice President of Transpro states, "Relocating to Milton was a great move for us. The setting is terrific and so are the people. We are just minutes from the 401, closer to the U.S. border crossings and still only 30 minutes from the Toronto Pearson airport."

The event hosted by Transpro Freight Systems, on June 16, 2011, brought out the local media and key representatives from the Town of Milton including the Honourable Mayor Gord Krantz. Frank Prosia, President of Transpro Freight Systems, explains, "We've worked closely with the town officials on this project. The full graphic wrap on these five trailers will literally create millions of impressions over the next several years. We transport customers' dry and temperature controlled LTL and truckload commodities throughout North America. Every mile we log will promote Milton to other businesses looking to join our growing community... one of the fastest in Canada."

*Transpro Freight Systems provides reliable, cost effective solutions for their customers' Transborder LTL and Truckload requirements. They handle both dry goods and perishable products. They also offer warehousing and distribution programs and complement these asset based services with a full range of third party logistics services. The company has all the processes and security programs in place to offer seamless service across North America. The latest technology is in place to provide real time shipment visibility for their customers and the company is both ISO and Smartway certified. To find out more about their services visit their website at [www.transprofreight.com](http://www.transprofreight.com).*

**T**ranspro Freight Systems, one of Canada's leading transborder carriers, were hosts to the official launch of Milton's rolling billboard campaign. The campaign promotes Milton, Ontario as a great place to do business and Transpro Freight Systems is a key partner in the program.

Transpro Freight Systems contributed five of their late model 53' trailers as place holders for the detailed graphic campaign. Applied to both sides of the trailers, the designs feature the beautiful escarpment landscape the town of Milton is known for. The campaign "THIS WAY UP" promotes the suitability of the town for future business development. The Town of Milton has almost tripled in size over the last ten years. A new site ([www.miltonthiswayup.ca](http://www.miltonthiswayup.ca)) has been developed to highlight the benefits of considering Milton, Ontario as a top choice to live and work.

