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# News From



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## **Axis Global Systems Changes Brand Name To Better Reflect Current and Future Focus of the Business**

**Maspeth, New York, November 15, 2006 – (PRWeb.com)** – Axis Global Systems, LLC today announced it has changed its brand name to **Axis Global Logistics** to better reflect the company's focus on complete logistics services, including international shipping and warehousing.

Axis was founded in 1997 to serve the time-critical shipping needs of advertising agencies in the U.S. As clients sought to integrate logistics services with fewer partners, Axis was asked to expand services. Today, Axis' offers domestic and international shipping, as well as sophisticated product fulfillment from multiple warehouses.

According to Axis' Chief Operating Officer, Brian Harvey, "While our current customers understand that we can serve them globally with a range of logistical support services, it's important that our name and our marketing clearly communicate the business we are in – global logistics management."

Axis is a privately-owned company that began with four employees working out of a single New York City office. Today, the company employs 120 staff across nine locations, with an additional 500 freight forwarding agents worldwide. In the last five years, Axis has invested \$1.5 million in systems and physical infrastructure to support customers with the most advanced supply chain management solutions.

"Our strategy is to combine the sophisticated logistics capabilities and systems of larger logistics providers with the flexible, personalized service of a smaller, owner-driven organization," adds Harvey. "Our solutions tend to be highly customized to the unique requirements of our customers for transportation and warehousing support."

Axis specializes in moving sensitive, time-critical freight, therefore works within deadline-driven industries that require logistics partners to provide 24-hour service and a high level of personal attention. Industries Axis serves include marketing and advertising, broadcast production, financial services, and legal services, plus other companies with a regular flow of urgent shipments and logistics requirements.

Axis Global Logistics (<http://www.axisg.com>) specializes in on-demand delivery of critical shipments of any size, weight or dollar value. The company operates round-the-clock, 365 days a year and can provide logistical support services anywhere in the world. Axis specialty is logistics services for print and promotional materials. The company is the leading logistics provider to advertising companies, printers and corporate marketers.

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