



## BRANDING FAQ'S

- 1. Can I still use my existing Overnite Express shipping supplies and inventory?**  
Yes. The colors and look of our drop boxes and supplies may have changed but they all still circulate through our same sorting and distribution centers.
- 2. Can I still use the Overnite Express Drop box?**  
Yes. The current OE branded drop boxes will be phased out over the course of the next months. In the meantime, clients can use either the existing Overnite Express box or the new Norco branded box. [Click here](#) to locate the closest box to you.
- 3. Can I still use my OverniteShip Desktop software?**  
Yes. The barcode that is generated from the desktop software will work just fine with our sorting and scanning system. However, for a more robust experience, register to use our ShipOnline software as it contains many more features including Signature required options, networked address book, return label maker, auto zip code/service updates, and more.
- 4. Will my log in change?**  
No. Your login will remain the same as it has always been. We are, however, in the process of developing a new universal login that can be used for all our service offerings. Details will be announced when this is available.
- 5. Will the short cuts (links) to your website still work?**  
Yes. Our IT department has created forwarding links from any old domain name to our new Norco website pages.
- 6. Will the drivers be the same?**  
Yes. The integration of our driver force took place shortly after Norco purchased Overnite Express and ASAP Legal in early 2008. Furthermore, you can rest assured that all our drivers will remain bonded and insured employees of the company, not Independent Contractors, thus eliminating any risks or liability that could otherwise be potentially transferred to the shipper.
- 7. Will the invoices change?**  
Your monthly invoice statement will now be titled Norco Delivery Services. The layout will default to the company standard format, which may vary depending upon the sort parameters previously requested. Your payments should be made payable to Norco Delivery Services. For more information, including the most current W-9 form, contact accounting at 800-683-7648.
- 8. Why did Overnite Express and ASAP change their name to Norco Delivery Services?**  
The merger of eleven transportation companies over 50 years has allowed us lasting strength, a competitive advantage and continuous innovation in the industry. This change will eliminate confusion and strengthen the overall identity of the entire organization. Furthermore, it will continue to allow Norco Delivery Services to be the regional transportation leader offering delivery solutions and innovative technology to serve the needs of clients.
- 9. Is Overnite Express and ASAP a Service or Division of Norco Delivery Services?**  
Both Overnite Express and ASAP have been rebranded as service offerings of Norco Delivery Service. Their branded names are now **Norco Overnite** and **Norco Legal** respectively.
- 10. Why didn't Norco Delivery Services change to one of the other trade names?**  
Although many of our popular trade names have significant name recognition, none of our individual brands can fully encompass the variety of services we offer (Overnite, Messenger, Mail, Courier and Legal). Additionally, only **Norco Delivery Services** carries a 50 plus year legacy and presence in each of our service offerings.

**11. When will the ASAP and Overnite Express logos and colors completely go away?**

During the next few months we will be transitioning our logo's and colors to the one new universal brand, Norco Delivery Services. In the meantime, you may still come across some old collateral and or web pages that still contain our legacy references.

**12. Do the Reward points still qualify for Overnite Express and ASAP transactions?**

Yes. The rewards program is hosted by Norco Delivery Services. As such, qualified account holders who generate labels through one of our authorized Online software programs can participate in our Loyalty Rewards program. [Click here](#) to learn more.

**Additional Links**

[2010 Brochure](#)

[Branding Change](#) (Message from our President, Joe Wirth)

[Area Representatives](#)

For further assistance please call 800-683-7648.

**Change is good.  
Especially when it does good things for you.**



**This Drop Box is Changing**



**But Your Packages  
Won't Know The Difference**



**Norco Delivery Services**

**Visit [www.norcodelivery.com/brandchange](http://www.norcodelivery.com/brandchange) for more details.**