

The Amplifier North



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President & COO

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PRESIDENT'S MESSAGE

Goodbye 2025, Hello 2026



Fred Haladay
President & COO
Atlas Van Lines (Canada) Ltd.

2025 was a notable year for Atlas, navigating global market uncertainty much like past disruptions to world trade. Despite challenges, our agents and business succeeded by emphasizing revenue growth and cost control. I am proud of our team and associates for making 2025 one of Atlas' best years.

Reflecting on our recent progress, we've achieved a great deal and have a clear plan for continued industry leadership in quality and performance through 2026. This edition of The Amplifier spotlights our accomplishments and future goals. Our team's dedication and strong collaboration with those we serve have elevated our service to new heights, making this an excellent time to be part of the organization.

About 25 years ago, I heard doubts about the future of van line networks, yet we've remained relevant. Relevance depends on those in control, and I believe you shape your own personal and professional significance by focusing on your customers. Our success

reflects this approach, supported by a robust agency network, advanced systems, and a dedicated team. We are so blessed.

Take a moment to explore the related articles to appreciate our progress and anticipate an exciting future. As you do, remember those who paved the way—our retiring colleagues and others who contributed to our achievements.

Wishing you joy and peace this holiday season, and may you always have someone to celebrate your successes with.

Happy Holidays to all, and best wishes for the new year!



GOVERNMENT



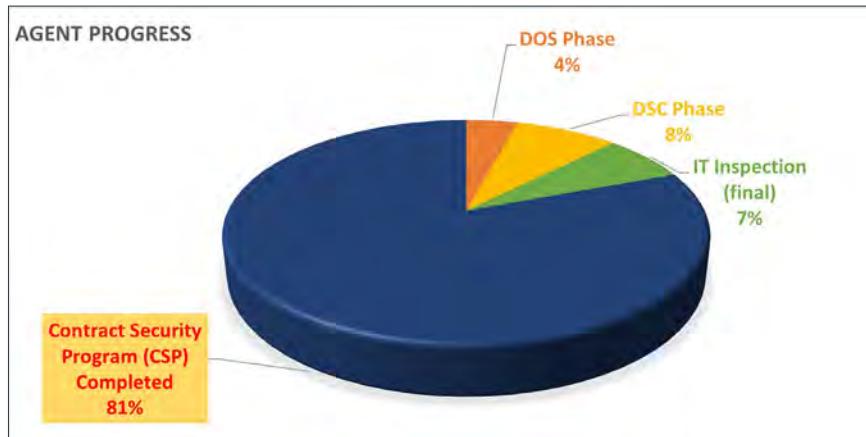
Government Security Program Approval: UPDATE

We are pleased to report that most Agents have either completed the process or they are actively engaged at some stage to completion. ***Thank you for a great year of certifications!***

Congratulations to the 59 Agents who are now fully certified!

Atlas Subcontractors - Agents ONLY

Total Subcontractors	DOS Phase	DOS Granted	DSC Phase	DSC Granted	IT Inspection (final)	Completed CPS Program
73	0	3	6	0	5	59



GOVERNMENT COMPLIANCE

Our Strength is Our People!

Please accept a **BIG THANK YOU** for finishing our previous Valuation Index period, (Nov 2024 to Oct 2025), so strong!!

There has been a major improvement in relationships, communications, training, and our efforts working on building a better relationship with the Government!

Our Strength is Our People, and I am so very proud of those working together. As we wait to get the final results from the Government, let's continue our strong performance and not lose focus after a busy peak season.

Thank you again everyone, we are stronger working together!

Sincerely, Colin Shanks

**STRONG TODAY
STRONGER TOMORROW**



GOVERNMENT & CORPORATE SERVICES

Reflecting on Progress

Top Highlights:

- Significant reduction in penalties during the 2024-2025 VI period compared to the previous year.
- Successfully completed 2025 peak season with essentially a new team.
- Increased communication with accounts on both corporate and government sides.

Impactful Metrics:

- Penalties on government business were reduced by an outstanding 86% year over year.



Challenges and Solutions:

- The conversion of Government moves from IVAN to AtlasNet was successful, though it came with expected challenges typical of a large system change. We worked closely with Atlas Canada IT, strengthening our partnership while resolving one-off issues.
- We successfully cross-trained a staff member to support both corporate and government moves, helping merge the two teams. Ongoing cross-training within teams ensures proper coverage and backup when staff are unavailable.

Preparing for the Future

- Leveraging the new Cartus portal to reduce manual/double entry when administering our moves
- Continuing the momentum in keeping penalty numbers low by increasing our communication with the member

Wishing you a joyful and safe holiday season from all of us on the Government & Corporate Services Team!

Sincerely, Mark, Jodi, Pam, Laura, Noreen, Karen, Hillary & Celyne

CLAIMS SERVICES



Reflecting on Progress

Some Friendly Reminders

- Re-certifying all electronics at destination on government moves is a requirement as per the SOW, if not completed could result in a SNC38 penalty.
- Remember to always leave the member copies of their documents both at origin and destination also a requirement of the SOW, if you do not leave copies this could result in a penalty. SNC22 or SNC33.



- Please remind all customers to empty coffee machines, oil fryers, and anything else that may have liquids in them.
- For all government moves please make sure you are noting on the articles that must be prepared by the shipper. For example, bikes are to be prepared and should be noted on this document for the member to acknowledge.

Preparing for the Future

Some Good News Items

- The Atlas claims team has seen a positive improvement on documentation this year. ***We have seen a 17.5% reduction in claims costs since 2024, and we sincerely thank each of you for your contributions to this achievement!!***
- We have also seen a decrease in claims cost which we relate back to better documentation, protection and packing of household goods, and more communication with all parties involved.
- The collaboration between Atlas claims and the agents has improved tremendously.
- We have published some claims videos [***\(click here to watch\)***](#) that are available to everyone.

From all of us on the Claims Services Team, we send our warmest wishes for a happy, healthy, and thriving 2026!

*Sincerely, Jennifer, Mary, Giselle, Tawny, Michelle,
Holly, Zeenat & Laura*



Reflecting on Progress

Big Wins

- Atlas Canada welcomed Orbit Brokers on January 1, 2025.
- Within six months, the Finance department assumed full financial responsibilities for Orbit Brokers.
- The Moneris Go Portal now features a secure credit card payment link, simplifying agent collections and enhancing customer security.
- Tariff integration with AtlasNet now fully complete.
- 99.9% of ratings and distribution activities are performed within the RADS system of AtlasNet.
- Agent business reports are now accessible in the Reporting Center on AtlasNet.

Challenges & Breakthroughs

- Integration of Orbit's processes as Orbit has a completely different business vertical than currently in place with Atlas.
- Ongoing adaptation to the new Moneris GO platform.

Preparing for the Future

- We will continue with the Moneris transition to help support Agents with sending payment links which will reduce credit card disputes.
- Continued support for our Agents when it comes to billing, Tariffs and further integrations.
- Stay tuned for new documentation submission and new Image Repository!



Wishing you a peaceful & relaxing holiday season and a prosperous 2026, from everyone in Finance Services!

Sincerely, Camille, Colleen, Nancy, Mike, Wendy, the F&A and FS team members & Jennifer M.

SALES & MARKETING



Reflecting on Progress

Q1

- Launched [FBC and Tree Canada](#) Partnership.
- Drive Atlas 2025 Virtual Conference.
- [Agent Spotlight Series](#) started.

Q2

- Released our [Brand guide resource](#) to our Agents.
- Launched our [Agent Summer Sales Kit](#) & additional resources.

Q3

- Migrated to HubSpot CRM Platform.
- Attended 4 excellent tradeshows: CAUBO, CERC & CAM.

Q4

- Completed HubSpot training for our Agents.
- Celebrated our Agent and PMC Sales Awards.
- Announced the agent sales contest with MAJOR prizes.



Preparing for the Future

Excited Things in 2026

- **Atlas Canada 2026 Convention | October 14-16, 2026** (Save the date!)
- Launch of the **new Agent Portal website**
- Continued **technology enhancements** and expanded **Lunch & Learn sessions** on Yembo, HubSpot, and more!

We look forward to see what the 2026 year will bring! From the Sales & Marketing team we want to wish everyone a joyous Holiday Season!

Sincerely, Jamie, Jackie & Abbie

OPERATIONS



Reflecting on Progress

As we approach the close of 2025, **we are proud to reflect on a year filled with meaningful progress and positive momentum**. Despite a softer private client market, our team and agency family continued to deliver exceptional results and uphold the standards that define Atlas Canada.

Government Penalty Rates

- Penalties on government business were reduced by an outstanding 86% year over year.

On-Time Delivery Ratio

- Our agency family achieved an exceptional 99.7% on-time delivery ratio across all Atlas-registered HHG business.

Recommendation Rate

- Our combined customer recommendation base increased by 3% year over year.

Non-Traditional Hauling

- We saw successful development and implementation of the WCC300 container tariff (522-04), contributing to a 100% growth in WCC shipments.
- **The Affinity Vault** program also played a key role in supporting cross-border as well as domestic Canadian government business, delivering outstanding results.

Preparing for the Future

As we look toward 2026, **we are excited for the opportunities to come** and truly grateful for the dedication, teamwork, and professionalism each of you brings every day. Your hard work makes all the difference.



Farewell Wishes from Mark Cooper

"The moving industry, and Atlas Canada, is like no other business. It is truly people moving people and is genuinely built on a personal/human interaction between co-workers, agency personnel, service providers, and our shippers. It is more than a job; it becomes part of what we are. And for this reason, it would be a mistake in not sharing my appreciation to all, for the support and guidance I have received over the years, and the great memories that I will take with me as I head off into the sunset. Until we meet again."

- Thank You, Mark Cooper

From all of us in Atlas Operations, we wish you and your families a very happy, healthy, and joyful holiday season, and a successful New Year.

Sincerely, Shane, Jeanine, Steven, Brad, Harshita, Dean & Mark



Reflecting on Progress

Key Wins

- Conversion of the Government System to AtlasNET, removing reliance on IVAN
- Started migrating the RVI Imaging system to a newer more modern system. the work will completed in Q1 of 2026 but the new system will have efficiencies that IVAN and RVI cannot do.

Important Metrics

- We are resolving 84% of calls to the help desk within 4hr of receiving a ticket.
- 97% of those tickets are resolved in their first call and do not require a call back.

Trials and Tribulations

The government system has been one of our biggest challenges this year, since we moved the login to AtlasNET we found that there are many areas of improvement from what IVAN had. We have worked with the developers and the agents to get many of the enhancements that are there now for AtlasNET and Government system to make sure AtlasNET continues to enhance the workflow for all moves, not just Government.

Preparing for the Future



- Finish the transition away from RVI to remove the last need to login to IVAN.
- Continue to work with agents and internal teams to bring updates and efficiencies to AtlasNET.
- Looking forward to CrewPro being launched to allow drivers to take advantage of newer technologies.

Wishing you a successful and exciting year ahead in 2026. From all of us in the IT department, Happy Holidays!

Sincerely, Scott, John, Zack, Gaff & Andrew

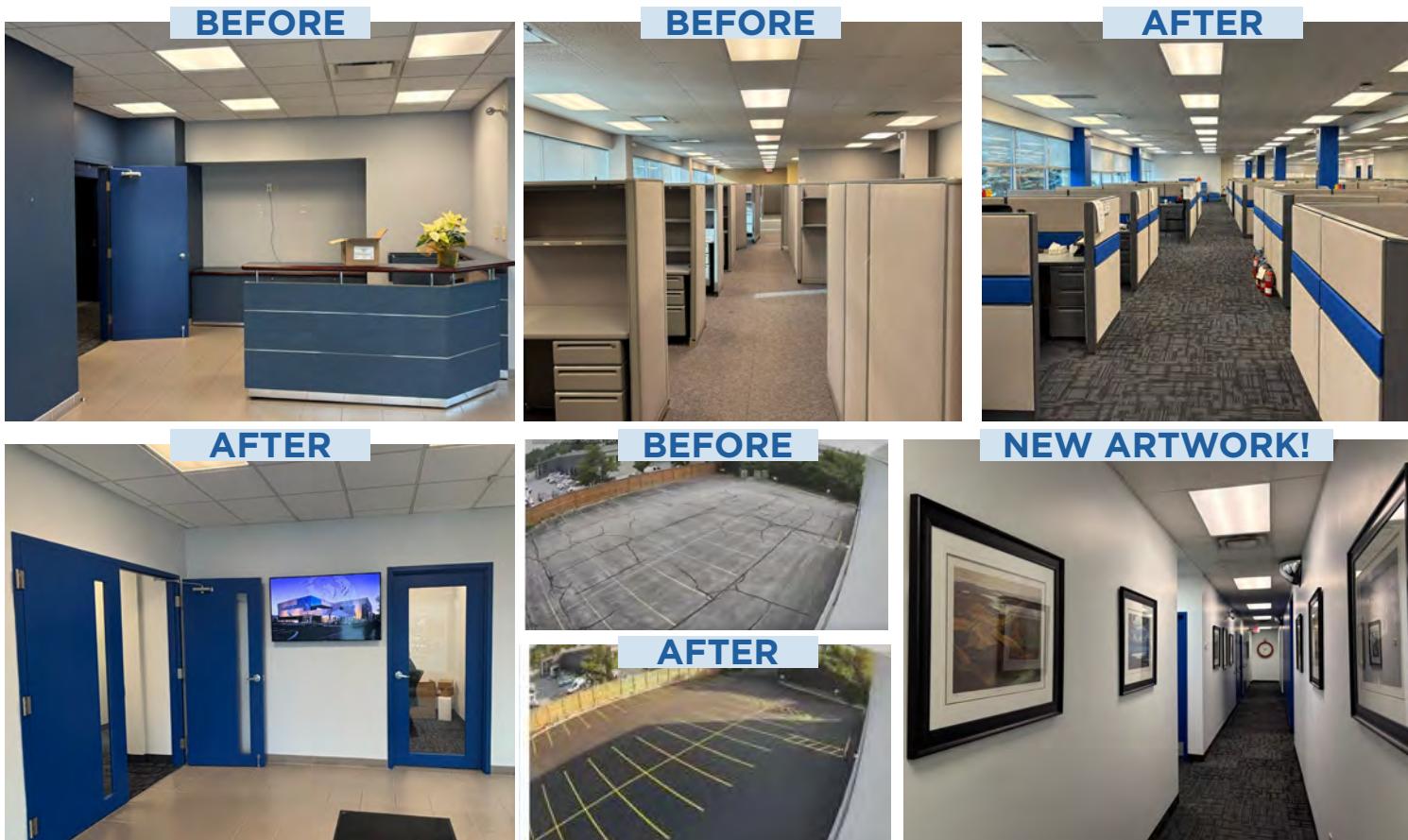
PROCUREMENT



Reflecting on Progress

Notable Accomplishments

- Enhanced our Purchase Order system by creating a centralized email account for submitting purchase order requests, improving efficiency.
- Accessible building changes - the main floor is now wheelchair accessible.
- Office renovations completed for first floor, part of the second floor as well as the repaving of the parking lot at our head office - **see below for some before and after pictures!**



Preparing for the Future

Exciting 2026 Plans

- Apparel - Your Moving Depot: Exciting updates are on the way!
- Stay tuned for more system improvements designed to make your experience smoother and more efficient.

*Wishing you a joyful and restful holiday season
from Atlas Procurement!*

Sincerely, Bryce & Nancy





Reflecting on Progress



Key Wins

This year, our Operations team strengthened service delivery across our 3PL network, achieving improvements in order accuracy, on-time performance, and customer responsiveness. We successfully on-boarded high value accounts such as DSV and secured a five year contract to move Scholastic Books exclusively in 3 markets all while maintaining service levels and cross departmental collaboration with Orbit Customs Brokers to strengthen our place in the logistics market.

Metrics That Mattered

- Cross functional revenue from Orbit Customs broker 100K to date.
- New client revenue to date 500K.

Challenges & Breakthroughs

This year, new U.S. tariffs created challenges for cross-border freight, including delays, shifting shipment patterns, and increased customer inquiries. Our team responded by communicating closely with clients, adapting processes quickly, and partnering with brokers to keep freight moving and customers informed throughout the transition.

Preparing for the Future

In 2026, we will continue to focus on operational excellence and support anticipated growth with the onboarding of our new Sales Manager for Orbit/Connect.

Key Priorities in 2026

- Strengthening support for the Sales initiative targeting a \$1M revenue increase.
- Expanding use of performance analytics through a CRM & implementing further process standardization to ensure consistent.
- High-quality service for all partners.



We look forward to a very prosperous 2026 for both us and our customers! From our Connect family to yours, Happy Holidays!

Sincerely, Earle, Mark, Theresa, Isabella, Matthew, Andy, Krisalyn, Caroline & Randi



Reflecting on Progress

Exciting Wins

- Atlas acquired Orbit Brokers as of January 1, 2025 and we've successfully integrated into the Atlas family.
- We hired 3 staff members that quickly became valued members of our team and have allowed us to offer our clearance services outside of regular business hours.
- We've combined our service offerings with Connect Logistics so that clients of both companies can benefit from the expanded service offerings.

Metrics Worth Celebrating

- Brokerage revenue is up 17% YTD compared to the same period last year, making 2025 one of the best years in 35+ years of Orbit operations.

Overcoming Challenges

The biggest challenge we faced was integrating our company into Atlas. We worked with the various departments to detail our processes and requirements and through regular meetings we came up with solutions that helped us maintain our service levels while adapting to the other departments in the company.

Preparing for the Future

The biggest item on our agenda for 2026 is starting US Customs clearances services. We currently only offer clearances into Canada, so having the ability to clear on both sides of the border will be a massive benefit.

Our clients will be able to have 1 point of contact for clearances into either the US or Canada, we'll be able to grow our operations regardless of the trade situation between the 2 countries, and we'll have presence in a substantially larger market to offer our services.



Wishing you a joyful holiday season from all of us at Orbit Brokers!

Sincerely, Clayton, Esther, Robb, Hazel, Vyoma, Adrien, Ruth, Giselle, Lisa & William

AGENT AWARDS



Sales Awards

2025 was a year of evolution and opportunity within our industry. As market dynamics shift, we're reminded that every challenge presents a chance to innovate and grow.

Please click the buttons below to see our **2025 Agent & Professional Moving Consultant Sales Awards for Household Goods**. These awards are based on combined Canadian and U.S. linehaul (excluding federal government shipments) from July 1, 2024, to June 30, 2025.

2025 Agent Sales Awards

[Click Here](#)

2025 Professional Moving Consultant Sales Awards

[Click Here](#)

Quality Awards

This recognition highlights the outstanding contributions of our agents, professional moving consultants and both our long-haul and short-haul professional van operators. These individuals are essentials to helping Atlas and its agency network maintain its leadership in customer service excellence.

Please click the buttons below to see our **2025 Quality Award recipients**.

2025 Agent Quality Awards

[Click Here](#)

2025 Professional Moving Consultant Quality Awards

[Click Here](#)

2025 Professional Van Operator Quality Awards

[Click Here](#)

Service Awards

We are excited to celebrate the **2025 Agency Service Award recipients**! Each of these milestones represents the hard work, dedication, and steadfast commitment you and your teams have demonstrated in driving Atlas Canada's ongoing success.

Please click the button below to see our **2025 Service Award recipients**.

2025 Service Awards

[Click Here](#)

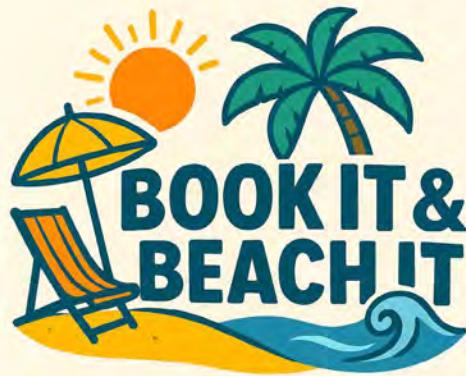
*Congratulations again to all of our 2025 award recipients!
Thank you for all that you do, cheers to 2026.*

AGENT SALES CONTEST



AGENT SALES CONTEST

November 17th, 2025 – January 31st, 2026



Don't forget our Agent Sales Contest is running until January 31st! You have an opportunity to win 1 of 3 prizes weekly for every move you book and win 1 of 3 ultimate grand prizes of a \$6,000 tropical vacation voucher!

Book more moves during our surprise bonus weeks to earn extra ballots to win! Stay tuned for more info — **every extra ballot brings you closer to paradise!** The contest runs from November 17th, 2025 – midnight EST January 31st, 2026.

Click the button below to view full contest rules & regulations

[Rules & Regulations](#)



WIN Weekly \$100 Visa Gift Cards!



WIN 1 of 3 \$6,000 Vacation Vouchers!

Congratulations to our Weekly Prize Winners!

Category 1

Week 1: Debbie Butschler
Week 2: Danny Santia
Week 3: Jesse LaPorte
Week 4: Andrew Lelond
Week 5: Anthony Ochoa

Category 2 & 3

Week 1: Kathy Litton
Week 2: Kathy Litton
Week 3: Candice Fletcher
Week 4: Kelsie Smith
Week 5: Randy Fulton

Category 4, 5 & 6

Week 1: Virginia Willms
Week 2: Chris Peake
Week 3: Vanessa Perez
Week 4: John Marshall
Week 5: Virginia Willms

GET EXCITED FOR 2026!

2026 Atlas Canada Convention



Don't Forget to Save the Date!



WHEN: October 14-16, 2026

WHERE: Marriott Downtown Toronto
525 Bay St., Toronto ON, M5G 2L2

[Download Calendar Invite](#)

What to Expect:

- **Interactive sessions and hands-on workshops** to spark ideas
- **Networking opportunities** to connect with colleagues across the company
- **Celebrating our award-winning** network and their achievements
- **Live entertainment** to make the event unforgettable

Coming Soon:

Be on the look out in the new year for registration information and more event details!

This is your chance to celebrate our successes, embrace new opportunities, and come together to shape the future of Atlas Canada.

The Future is Ours — Inspired by Our Past. Unified for the Future.



CAM CONFERENCE

CAM Conference Award Winners

Back in November Atlas attended the **2025 Canadian Association of Movers Conference** in Kingston, Ontario! We were incredibly proud to stand with our Trusted Agent Partners and support CAM's work to strengthen and professionalize Canada's moving industry.

A highlight of this year's conference was seeing **several Atlas Trusted Agents recognized for their contributions to the moving industry** — a testament to the pride, quality, service, and innovation they bring to their communities.

Congratulations again to the following Agents:

- Colby Kiss, **Globe Moving & Storage** — Influencer Award
- Milton Letkeman, **Jay's Transportation Group** — Industry Leadership
- **AMJ** — Public Service (Move for Hunger, Girl Guides + community programs)
- **King's Transfer Van Lines** — Movers of the Year (100+ years, family-owned)



Congratulations again to all the award winners! We look forward to seeing what 2026 has in store.

Click the button below to watch our celebratory video!

[Watch Here!](#)

COMMUNITY INVOLVEMENT



Acclaim Health & Oakville Food Bank

Earlier this month we dropped off **40 wrapped gifts and 20 gift cards to Acclaim Health in Oakville**. Each year, our team comes together to help brighten the season for local seniors — a small gesture that means so much. [Click the button below to watch a little video we put together to show all our holiday cheer!](#)

Watch Here!

Read the thank you card below from the Acclaim Health Staff.

To Jeanine & the amazing
Atlas Team,

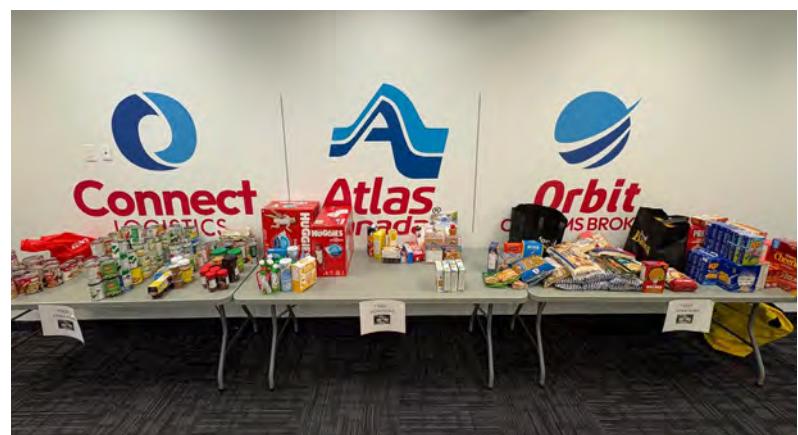
Warm wishes for
the New Year!

Your kindness brings
so much joy to the
people we help over the
holiday season. I'm so
glad caring people like
you exist!

Happy Holidays, Laura &
The Acclaim Health team ❤



We also held a company-wide food drive in support of our local food bank, we were able to donate 20 full bags of food and a generous monetary donation to help those in need during the holiday season.



Oakville Chamber Business Awards Nomination!

We are proud to share that Atlas Van Lines Canada has been nominated for the **RBC Large Business Award at the 2026 Oakville Chamber Business Awards**. This award honours a business with more than 20 employees that demonstrates excellence, while serving provincial, national, or international markets and/or generating over \$10 million in annual revenue.

This wouldn't be possible if it wasn't for our incredible Atlas employees, Atlas agents, sales reps and drivers. Thank you everyone for all that you do! Cheers to 2026.



AROUND THE OFFICE



Festive Holiday Celebrations

On December 10th our Atlas Canada headquarters was full of holiday spirit! From a delicious Christmas lunch to everyone showing up in their most festive wear, it was the perfect way to bring our team together and celebrate another great year.

Merry Christmas & Happy New Year from all of us here at Atlas Canada! Cheers to 2026!



We Want to Hear From You!

Do you have a story, anniversary, question or comment? Let us know!

Email CAN-mktg@atlasvanlines.ca to have your agency featured in the next Amplifier North.