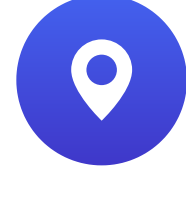


Trexity™

Case Study



Industry
Bakery



Location
Toronto, ON



Founded
2020

Letterbox Doughnuts expands their reach—one sweet delivery at a time

Letterbox Doughnuts, a creative bakery based in Toronto, makes celebrations extra sweet with their signature letter-shaped doughnuts. Whether it's birthdays, engagements, or just a reason to say "I love you," their edible messages have built a loyal, fast-growing fan base. But as demand surged, so did the need for a delivery solution that could scale—without compromising their thoughtful customer experience.

The challenge

Letterbox Doughnuts needed a reliable delivery solution to help manage rapid growth and expanding customer reach.

Early on, limited delivery capacity meant they had to turn away potential orders, especially from customers outside their core zone. Handling deliveries themselves wasn't sustainable—slowing down operations and capping growth.



Enter: the Trexity solution



Approach:

Letterbox partnered with Trexity to offer reliable, same-day delivery across the GTA—freeing up time and expanding their reach.



Implementation:

With flexible pickup windows, Trexity fit naturally into their daily rhythm, letting the team focus on baking and brand.



Key features:

Same-day delivery, flat-rate pricing, real-time tracking, scalable volume, and friendly, reliable support.

Letterbox Doughnuts & Trexity: A sweet success

1. Scalable, reliable delivery

Before Trexity: Limited internal capacity and inconsistent delivery made it hard to grow.

After Trexity: Trexity enabled dependable, high-volume delivery across the GTA—fuelling growth without overhead.

2. Time back for what matters

Before Trexity: Managing deliveries pulled focus from baking, planning, and customer care.

After Trexity: With logistics off their plate, the founders could reinvest energy into building the business.

3. Expanded customer reach

Before Trexity: Strict delivery zones meant turning away potential customers.

After Trexity: Trexity's local network let them say "yes" more often—reaching new areas and boosting sales.

4. Reliable growth partner

Before Trexity: Scaling quickly created pressure to maintain consistency and service quality.

After Trexity: Trexity delivered stability during growth—becoming a trusted, behind-the-scenes extension of the team.



[Watch full Case Study here](#)



Trexity really allowed us to focus on other aspects of the business. Knowing that they were there to support any of our delivery growth was super reassuring.

— Priom Mahbub, Co-owner, Letterbox Doughnuts

Real results from Letterbox Doughnuts



Higher

Customer growth



Increase

In delivery volume



Fewer

Admin/logistics tasks

How Trexity transformed delivery for Letterbox

Since teaming up with Trexity, Letterbox Doughnuts has expanded its reach across Toronto and beyond—without needing to build a delivery team from scratch. With more than 2,200 joyful deliveries already under their belt, they've unlocked new opportunities, scaled with ease, and made sweet moments possible for more people than ever before.

Delivering trust for local bakeries

Trexity helps entrepreneurs like Priom and Jon focus on what they love—while we handle the logistics. When local businesses can grow confidently and deliver joy to more customers, the whole community wins.



Competitive differentiators of Trexity vs Canada Post and other delivery platforms

	Trexity	Canada Post & Other Delivery Platforms
Delivery speed	Same-day, on demand	Next-day to several days
Pricing model	Transparent, flat rate pricing No subscriptions, distance-based	Weight & size-based pricing with surcharges. Subscriptions, hidden fees
Business focus & ease of integration	Seamless API & e-comm integrations (ex. Shopify, Lightspeed), SMB-friendly	Complex setup, requires e-comm plugins or manual setup
Real-time tracking	Live GPS tracking for businesses & customers	Tracking updates at sorting points (not live)
Proof of delivery	3 secure options with timestamps and digital proof: Photo, PIN, and Signature	Signature or delivery confirmation (varies by service)
Customer experience	Personal, real-time updates	Standardized postal delivery
Weekend & evening delivery	Available	Limited (extra fees may apply)
Delivery process	Trexity sends couriers direct from business to customer	Packages go through sorting facilities, warehouses, multiple days to deliver
Support	Human-first, real people in Canada Fast communication, direct access	Automated systems, call centres, requires multiple steps/long waits for resolutions
Lost/damaged package handling	Hands-on support	Formal claims process, may take time



Trexity is a last-mile delivery platform designed to help all businesses offer local same-day, or next-day local deliveries.

With seamless integrations, real-time tracking, and a user-friendly dashboard, Trexity enables businesses to streamline their delivery process, reduce costs, and enhance customer satisfaction—all with a simple setup. From there, we take care of every delivery detail.

[Book a demo](#) with our Customer Success Team

Supercharge your local deliveries today!

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