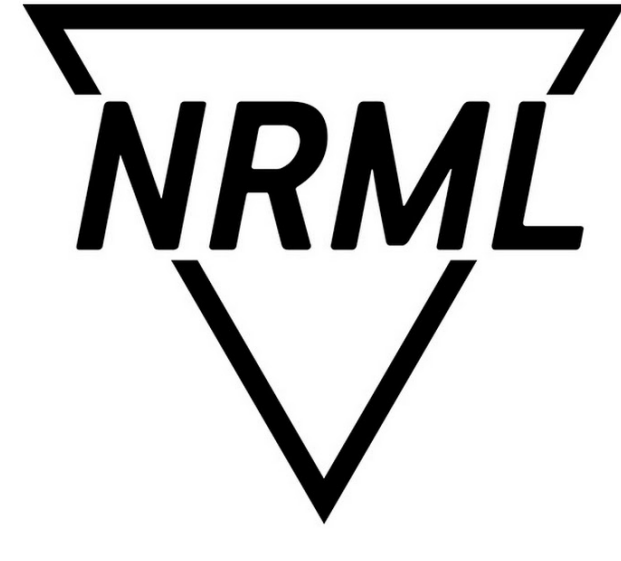


Trexity™

Case Study



Industry
Retail



Location
Ottawa, ON



Founded
1997

How NRML elevated the customer experience with same-day delivery

NRML has been defining Canadian streetwear since 1997. Based in Ottawa, the boutique is known for its extensive selection of sneakers, apparel, and exclusive brand drops. With a strong pulse on community, fashion, and culture, NRML isn't just a retail destination—it's a movement. As online demand surged and customers sought fast, frictionless delivery, NRML needed a partner that could keep up without compromising the hype.

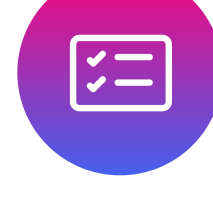
NRML's results, delivered



Higher
Customer growth



Faster
Delivery times



Fewer
Admin/logistics tasks

The challenge

NRML needed a delivery solution that matched their reputation for speed, exclusivity, and service.

During peak seasons, cold weather, or high-demand releases, customers increasingly preferred to shop online—but expected their gear fast and hassle-free. Traditional shipping wasn't cutting it. NRML wanted local delivery that was flexible, fast, and aligned with the premium experience their brand delivers in-store.



Enter: the Trexity solution



Approach:

NRML teamed up with Trexity for same-day delivery—bringing the latest drops to local customers in hours, not days.



Implementation:

Trexity integrated easily into NRML's e-commerce operations, creating a seamless experience for both staff and customers.



Key features:

Same-day delivery, real-time tracking, flat-rate pricing, and responsive support tailored for fast-moving retail.

NRML & Trexity: Streetwear delivery, redefined

1. Speed that matches the drop

Before Trexity: Shipping delays and long in-store lineups limited customer access to high-demand releases.

After Trexity: Trexity made same-day delivery a standard—eliminating wait times and helping customers never miss out.

2. Premium experience, delivered

Before Trexity: Online shopping lacked the premium feel of NRML's in-store experience, with slower, impersonal service.

After Trexity: Same-day delivery in NRML's branded packaging brought the in-store experience home—fast.

3. Seasonal flexibility & expanded reach

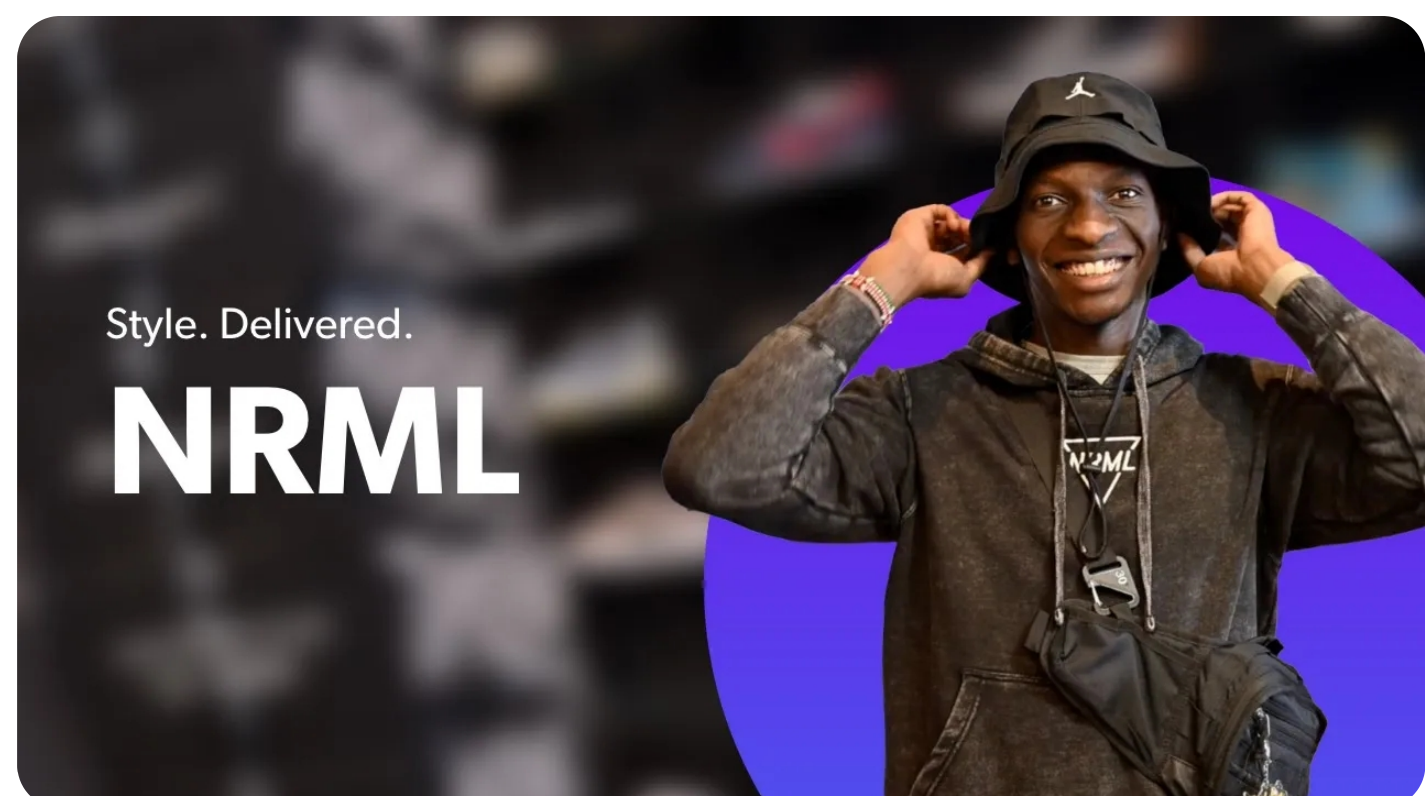
Before Trexity: Harsh weather and in-store drops restricted who could shop and when.

After Trexity: Trexity allowed NRML to reach further and serve more customers, no matter the forecast.

4. Reliable support and seamless service

Before Trexity: Managing delivery logistics was uncharted territory and added operational pressure.

After Trexity: Trexity's responsive support and easy-to-use platform made delivery simple and stress-free for NRML's team.



[Watch full Case Study here](#)

“

With Trexity, customers get the opportunity to shop online and get our products delivered to them the same day, or faster even.

— **Manny, NRML**

How Trexity transformed delivery for NRML

With Trexity, NRML gave customers a faster, more convenient way to shop—offering same-day delivery during Ottawa's coldest months and busiest seasons. With over 3,500 local deliveries completed, they've strengthened community connection and expanded their online reach without losing the edge that makes them Canada's premier streetwear boutique.

Delivering local hype and style, one drop at a time

Trexity helps businesses like NRML meet modern shopper expectations with fast, dependable delivery solutions—designed to grow with them. When local brands thrive, so do the communities that rep them. And that's what it's about.



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

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!

🍁 Canadian Built for Canadian Businesses | trexity.com