

# PRESS RELEASE

## CANADA POST STRIKE CRUSHING SHOP-AT-HOME BUSINESSES

December 4, 2024

Jenna, like many other entrepreneurs, has spent the last eight years building her business from the small start-up in her basement to the multi-faceted Subscription Box, Boutique and Online shop that serves thousands of women every month. The unique shop-at-home experience that Frock Box offers, serves Canadian women who are short time, expertise or access to the mall based on their location. Frock Box pairs women across the country with their Stylists who curate a box of clothing items, ships it to your door to try on in the comfort of home then return and only pay for items you love. For almost a decade, Frock Box has been styling women across Canada with this innovative, convenient concept until now when something out of her hands, threatens to halt shipments and business altogether due to the Canada Post Strike.

For so many small businesses, the Canada Post Strike has proven challenging especially during their prime Holiday season. But for a business like Frock Box that relies on a simple return process where customers can easily put their returns in the prepaid return mailer bag, this doesn't just create challenges getting an order to the customer, it essentially stops the entire process.

Frock Box Owner, Jenna Hill explains "With a team of over 20, shipping thousands of boxes per month and receiving almost 80% back in returns, this has a tremendous impact on our business. We have thousands of pieces of clothing, unpaid for, stuck in Canada Post depots, mailboxes and customers homes across the country."

Like many others, Frock Box has been using alternative delivery services but the cost increase on certain packages can be upward of 50% what they would pay with Canada Post. Regardless, at least they've been able to continue to serve their customers despite the huge cost. On December 4th, 2024 a new challenge began when Purolator, one of their alternate carriers, posted a message stating that they can not accept packages because of high volumes in the area. "When we attempt to purchase a shipping label, it gives our team an error and won't process it. If Canada Post shipment cost us \$12, Purolator came in close in many cases just \$2-5 more per shipment however now, we're forced to use other options that are closer to \$20-25 per shipment." Hill says.

Frock Box will continue to deliver their personalized boxes and use other options for returns to best serve their customers but the impact of the strike will take months to come back from.

"My hope is that they can find a solution that works for both parties, quickly. Every day is costing Canadian business owners with no compensation. Many businesses won't survive this season. My heart goes out to all my fellow business owners struggling right now. We're determined to get our customers their packages even if we have to deliver them ourselves."



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Owner/CEO


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We are currently unable to process shipments to the specified ZIP code(s) due to high shipment volumes in this area. As a result, Purolator has temporarily blacklisted these ZIP codes, as they are unable to accommodate the increased load. We apologize for the inconvenience and recommend selecting an alternate delivery option or ZIP code for your order.

[View Less](#)



CA\$12.91 

Cost Review

[Create + Print Label](#)  

**Estimated Arrival**

Friday 12/6

### About Frock Box

Frock Box is personal styling service for Canadian women size XS-3XL. We help women save time, money and frustration at the mall by delivering hand-picked clothing items to your doorstep to try on at home, keep & pay for only what you love and easily return the rest to us. We aim to make shopping fun again by bringing the dressing room to your home and helping you feel more confident in the clothes you wear. Say goodbye to those 'nothing to wear' days with Frock Box.

### About Jenna Hill

With a splash of creativity from her graphic design & photography background and a dash of savvy from her sales & marketing adventures, Jenna started Frock Box from humble beginnings with a friend in her basement and has taken the retail world by storm—despite having zero retail experience! This busy mom of two girls and loving wife knows that life is all about the balance of chaos and sunshine (don't forget the sunscreen!). Her style? Think casual athleisure that screams Mom-On-The-Go. Jenna dreams big! Her aspirations include gifting cars to her team(yes, like Oprah!) and a Boutique where size tags are a thing of the past, making everyone feel welcome just as they are, regardless of their size or shape. When she's not working with the Frock Box team, Jenna loves to help other entrepreneurs grow through her business consulting work, proving that building businesses isn't just a job—it's a passion that fills her bucket to the brim!



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