FROM PRODUCER TO CONSUMER, ALL OVER ITALY

"

The use of ShippyPro has helped our company reduce by almost half the time it takes to choose a carrier, create, and print shipping labels for national service.

To date, its support is strategic and allows our business to evolve and grow steadily.

Francesco Fabris
Ecommerce Manager | Cortilia

Cortilia
la campagna a casa tua

SHIPPYPRO IN SUPPORT OF CORTILIA NATIONAL

2500	**450**	**50%**
Products available for delivery throughout Italy	Municipalities served within 2 days with Cortilia National	Less time to print shipping labels

From producer to consumer

Cortilia aims to be the sustainable player capable of responding to the need for quality daily shopping and connecting conscious customers and local producers every day throughout the country by leveraging technology, data, and local knowledge. A Benefit Company, recognized by the Italian State since 2020 for its commitment and purpose of common good. Cortilia has also been a B-Corp since 2022: a certification that rewards companies that operate according to the highest standards in terms of social and environmental sustainability, combining profit and purpose to use business as a positive force for change. In fact, its sustainable grocery model since 2011 has been contributing to a redefinition of the food industry through efficient online service based on supply chain traceability and respect for natural cycles.

Expansion outside of Lombardy began in 2015 by bringing the service to the cities of Turin and Bologna, and today the service is available throughout Italy. If freshness, authenticity, territory, and seasonality are the basis of its offer, its success is also due to a service that allows customers to easily order up to 2,500 products ranging from food to personal care from different producers, even choosing the day and time slot for delivery at home. Care and attention to customers' needs and a commitment to making grocery shopping a pleasure and convenient are Cortilia's unique features. Since the end of 2022, also thanks to the use of ShippyPro, Cortilia has been delivering a selection of room-temperature and fresh products (including fruit and vegetables, fish, and meat specialties) throughout the country using two national Carriers (standard and refrigerated).
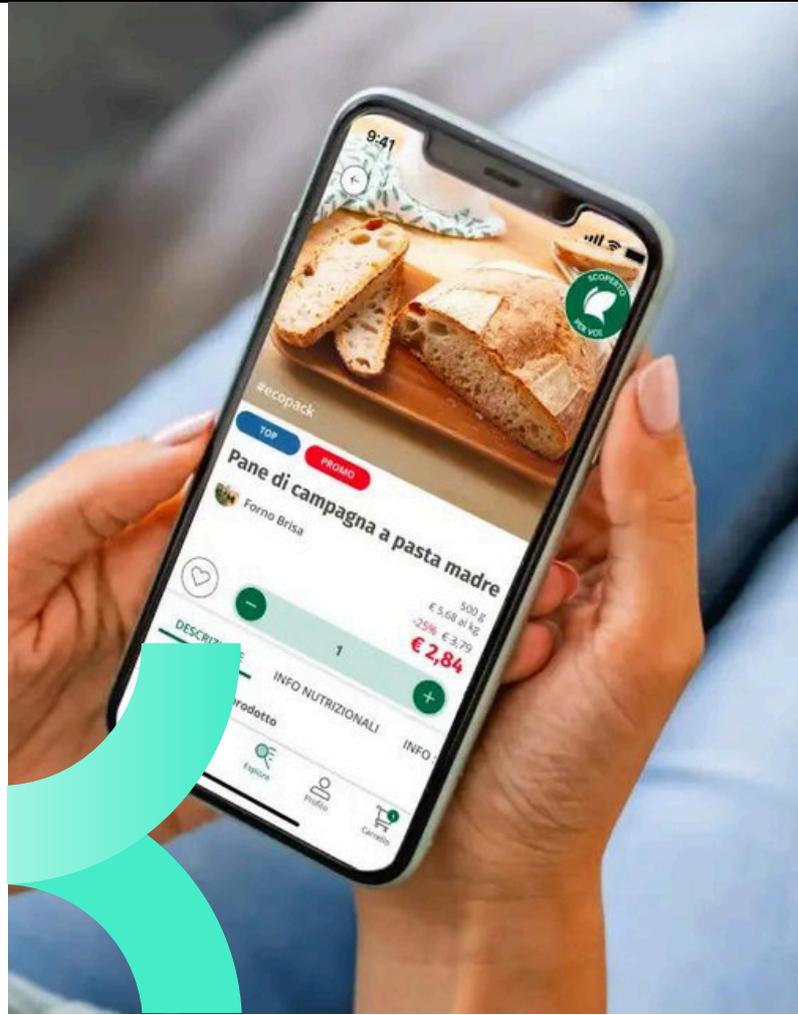
"

ShippyPro allows us to easily manage preparation and shipping operations for national service throughout Italy.

Its flexibility has allowed us to improve our logistics productivity by managing all Carrier shipments working with us throughout Italy from a single platform.

In addition, the customer support, which is always very responsive and proactive, has enabled us to solve many problems.

Francesco Fabris
Ecommerce Manager | Cortilia

ShippyPro: one partner, many services

Above all, the biggest logistics challenge for the food industry is being able to combine on-time delivery, quality of shipped products, and delivery experience. Within Cortilia's national shipping project, the use of ShippyPro has enabled Cortilia to better manage and speed up the preparation and shipping of orders from the national sales channel, improving its logistics productivity and reducing by half the time for Carrier selection and label creation and printing. Speed of delivery is of paramount importance to Cortilia because all of its fresh products have certified origin and must be delivered to customers' homes in the shortest possible time, preserving them during all stages of transportation while respecting the fresh chain, through fully refrigerated logistics.

As volumes grew, this aspect became crucial and turned ShippyPro into an indispensable support that allowed Cortilia to continue to evolve and grow steadily. In addition, the ease of integration with additional Carriers, already integrated into ShippyPro's platform, has provided significant cost savings and sped up the time to activate last-mile logistics partners within Cortilia's ecommerce ecosystem.
Finally, Cortilia's delivery experience is enhanced by customer service available by phone, WhatsApp, and email, and sustainable packaging—in fact, more than 96% of Cortilia products are packaged with recyclable packaging.

MOST LOVED SHIPPYPRO FEATURES BY CORTILIA

Label Creator®
Create and print shipping labels

Rate Comparison
Compare carrier rates and choose the best option

Shipping Documents
Create order summaries, invoices, picking lists & manifests

Multi-Carrier API
A suite of multi-carrier shipping APIs to empower logistics

The larghest library of integration

For global commerce

Multi–Carrier API suite

To empower logistics

Label Creator

Create and print custom shipping labels

Faster order fulfillment

Simplified Carrier's Choice

Tracked & delightful delivery experiences

360° visibility on shipping KPIs

Last Mile

Low-impact deliveries with Last Mile Carriers already integrated on ShippyPro

Automated rules and picking lists

For more efficient order delivery fulfillment

Contact our Experts

Get started with ShippyPro