

360° OPTIMISED LOGISTICS PROCESSES



ShippyPro is the technology that has supported us from day 0 in our online sales venture, today we have 300,000 shipments per year and 100% of the orders processed go through ShippyPro."



Marianna Colella
Associate, Manager & Marketing Director |
Capri Group

ALCOTT

GUTTERIDGE
DAL 1878

BETTER WITH SHIPPYPRO

+100%

+300K shipments per year

6 COUNTRIES

Go to market simplified with the international couriers of ShippyPro

+20%

Turnover 2022 VS 2021

Between tradition and innovation

The CAPRI Group was founded in 1988 when founder Nunzio Colella created the Alcott brand and opened the first single-brand shop in Naples. From 1997, the Alcott shops opened to franchising with a then innovative format. It was also in that year that the group decided to expand by acquiring the Gutteridge & Co. brand, which had always been a symbol of Anglo-Napolitan tailoring tradition and craftsmanship. The group's expansion from then on continued in Italy, opening a new headquarters in Milan in 2015, and abroad, especially Malta, Greece, Spain and Eastern Europe and the Middle East, where both brands are much loved. In 2018, the group celebrates 30 years in business and 140 years of the Gutteridge brand.

Always attentive to sustainability, the Group has for some time now chosen to use certified packaging and recycled materials, to the point of greater control of the production chain with the aim of being a socially responsible company, committed to environmental protection.

The CAPRI Group, which has always been attentive to the quality of its work and to innovation, has seen the implementation of online sales become more decisive in recent years. From 2020, thanks to a real boom in the ecommerce sector and further implementations of the group's online sales platforms, the company will record growth of 300% in the two-year period 20-21.



Our shipments leave not only from our three main warehouses in Italy, but also from all shops in the country, to Italy and abroad, always via ShippyPro.

Our goal for the future? That the totality of all group shipments, including B2B, inbound and outbound, will be handled with ShippyPro."



Marianna Colella
Associate, Manager & Marketing Director | Capri Group



ShippyPro, ideal partner for a successful omnichannel strategy

Thanks to the vast and up-to-date library of couriers surveyed and integrated on the ShippyPro platform, its speed of integration and use, and its intuitive and simple user interface, the CAPRI Group chose ShippyPro as its partner from day one of its ecommerce adventure.

A collaboration that immediately became essential for the Group, which over time has transformed ShippyPro into a fundamental partner in its omnichannel strategy. A collaboration that has also seen its use consolidated on B2B sales platforms, with the objective that all of the Group's shipments in the near future, both inbound and outbound, national and international, will be managed through ShippyPro.

ShippyPro has also enabled the Group to set up a successful international go-to-market strategy, allowing it to easily identify the best Couriers for its target market, to manage domestic and international returns to carry out Ship from Store. A logistics management that involves the two headquarters in Italy, three main warehouses from which the Group ships throughout Italy, but also from all the stores in the country from which it ships both to Italy and to its target markets, particularly Spain, Malta and Eastern European countries.

Finally, one of the Group's main logistics challenges was the management of a B2B logistics, for which thanks to the support of ShippyPro it was able to automate the part of labeling and invoice management and verification.

MOST LOVED SHIPPYPRO FEATURES BY CAPRI GROUP



Ship & Collect®

B2B and B2C shipments from store



Easy Return®

Streamlined returns management to increase efficiency



Label Creator®

Create and print shipping labels



Invoice Analysis

Import carrier invoices & identify surcharges or discrepancies

**Automatic labeling
B2C and B2B**

The largest library of integrations

For global commerce

Invoice verification

360° visibility on Shipping KPIs

Order fulfillment automation

Simplified returns management

Internationalisation

Streamlined international Carriers selection

Multi-Carrier API suite

To enhance logistics

Simplicity of API-side integration

FULFILLMENT

DELIVERY EXPERIENCE

DATA SUITE

Contact our Experts

Get started with ShippyPro