ORGANIC FOOD AFFORDABLE TO EVERYONE

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ShippyPro has allowed us to integrate our Carriers and delivery points into a single platform, making it easy to manage the information flow between our ecommerce platform and Carriers.

Lucas Lefebvre
CMO & Co-founder | La Fourche

La Fourche

BETTER WITH SHIPPYPRO

UP TO 50%

Discounts on products for sale thanks to logistics costs optimisation

+ 4000

Organic products available for purchase

3 COUNTRIES

Deliveries throughout France, Belgium, and Luxembourg

Organic food at a small price

Born with the aim of making the best organic products on the market accessible to everyone, La Fourche is now an online store that selects the most delicious and environmentally friendly organic products, sells them at discounted prices, and delivering in France, Belgium, and Luxembourg.

Organic food typically comes at a higher price comparing to industrial products, mainly due to the high production costs. However, in this project, organic products from well-known brands are available for purchase at prices on average 30% lower than those found in supermarkets or specialised stores, all thanks to founders's Boris Meton, Lucas Lefebvre, and Nathan Labat intuition.

La Fourche is an e-commerce platform for organic and eco-friendly products that operates on a subscription model, offering prices up to 50% lower than other stores. The commitment of a community allows reducing margins and marketing expenses, offering unbeatable prices to save an average of €250 per year for all members.

La Fourche project started in 2018 from a 200-square-meter warehouse where the three founders handled everything themselves (from the website to communication, product selection, logistics, and purchases), and now occupies a 2500-square-meter warehouse and employs over 70 people.

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Thanks to ShippyPro, LA Fourche user experience has greatly improved.While previously users had to navigate through multiple geolocated maps to find the delivery points of different carriers, today, with ShippyPro, everything is centralised one single map.

Thanks to ShippyPro our logistics is more efficient, our costs optimised and we can offer our customers discounts ranging from 20% to 50% compared to traditional commerce.

Lucas Lefebvre
CMO & Co-founder | La Fourche

Margins four times lower to make the best of organic affordable to everyone

Reliability, ease of implementation, and integration with the back offices of numerous Carriers were the main reasons that led La Fourche to use ShippyPro.

Thanks to its use, La Fourche was able to significantly optimise logistics costs and operations. This reduction in margins allowed the French company to offer products of the highest quality with discounts ranging from 20% to 50% compared to traditional commerce. An efficiency in terms of logistics that allowed the French company to position

itself on the market with a significant advantage over competitors: cut costs, and transfer this value to customers.

Another aspect in which the use of ShippyPro had a significant impact is that it greatly improved the checkout phase.

Previously, users had to navigate through multiple geolocated maps to find the delivery points of different carriers, while now everything is centralised in one single map.

MOST LOVED SHIPPYPRO FEATURES BY LA FOURCHE

Ship & collect® 🌿
Map of the nearest pickup/drop-off (PUDO) points at checkout.

Rate Comparison
Compare carrier rates and choose the best option

Label Creator®
Create and print shipping labels

Track & Trace®
Retrieve tracking information in real-time through the web platform, API, or webhook

The largest library of integrations

For global commerce

Real-time visibility on the status of all shipments

From a single platform

360° visibility on shipping KPIs

Simplified Carrier selection

Accelerated order fulfillment

Updated and pleasant delivery experience

Shipping labels desing and creation

Creation and printing of shipping labels

Rate comparison

To optimise the choice of the carrier with the best rate

Automated picking lists and rules

For more efficient order fulfillment and faster delivery

Contact our Expert   Start with ShippyPro