

A SUCCESSFUL STORY BEYOND NATIONAL BORDERS



The impact of ShippyPro on our daily jobs has been extremely positive and has made a difference for our company.

Using a single tool through its intuitive interface we can create and manage shipments wherever on the globe the delivery might be and we are certain that we will set it up, choose the best Carrier rate and track it in the best possible way.”



SUPERDUPER



Matteo Gioli
Creative director, designer,
founder | SUPERDUPER

BETTER WITH SHIPPYPRO

+40%

order processing speed

30%

shipment creation and
tracked budget saved

+50%

international shipment
growth YoY

The iconic hats loved worldwide

SUPERDUPER creates in its workshop in Florence refined, handmade hats that are loved and shipped worldwide. Founded in 2010 by musician Matteo Gioli and designer Veronica Cornacchini, the brand first caught the attention of VOGUE Italia's legendary editor, Franca Sozzani, then started numerous valuable collaborations in the fashion world, including Stella Jean, Avec Ces Frères, The Kooples, and the collective Art Comes First. Moreover, their iconic hats have been chosen and worn as distinctive style accessories by some of the coolest and most influential names in the music scene, such as Patti Smith, Ben Harper, Skin, Lorenzo Jovanotti, and Vinicio Capossela.

Top-quality materials, local production, and global distribution are some of the success factors of the SUPERDUPER project. In the early years, SUPERDUPER's activity expanded almost exclusively abroad. From Japan, the first market to embrace its masterpieces, to the recent boom in the United States, the brand has only more recently reached the European market. On the occasion of its tenth anniversary, SUPERDUPER has pulled the strings of its entrepreneurial adventure with a rebrand that has put its motto in black and white: work hard, evolve freely, celebrate imperfections. Three values that have guided the founders and around which they still want to grow.



We needed to speed up the shipping process, especially with Carriers operating abroad, to avoid bouncing around from website to website to see quotes and track shipments.

We wanted more control, more efficiency for our shipping management, and reduce errors as much as possible throughout the shipping process and that's what ShippyPro made happen."



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Logistical challenges: a delivery experience crafted to perfection

Shipping a product such as the one sold by SUPERDUPER can be very difficult as it needs high-quality packaging. It needs to be protected from shocks that could damage it, especially in international shipments where the risk of the box and the product being damaged or even broken is higher. Furthermore, there is the issue of prices: long-haul shipments with bulky packaging, even if very lightweight, can be very expensive. ShippyPro allows SUPERDUPER to check from a single dashboard all the Carrier rates available for a particular shipment and choose the best rate both for the

company and for the customer without wasting too much time and also taking into account delivery times. Furthermore, with ShippyPro it has become easy for SUPERDUPER to have a complete overview of all shipments, constantly updated on their statuses and update customers without any special training thanks to its ease of use. In fact, one of the greatest advantages of using ShippyPro for SUPERDUPER is precisely manage, ship, and fulfill their orders from a single platform and in just a few clicks.

MOST LOVED SHIPPYPRO FEATURES BY SUPERDUPER



Track & Trace®

Retrieve tracking information in real-time through the web platform, API, or webhook



Shipping Documents

Create order summaries, invoices, picking lists & manifests



Label Creator®

Create and print shipping labels



Rate Comparison

Compare carrier rates and choose the best option

One of largest library of integrations

For global commerce

Automated picking lists and rules

For more efficient order fulfillment and faster delivery

360° visibility on shipping KPIs

Automated order fulfillment

Updated and pleasant delivery experience

Shipping labels design and creation

Creation and printing of shipping labels

Simplified Carrier selection

Thanks to Carrier Rate Comparison

Real-time visibility on the status of all shipments

Branded tracking emails to keep customers updated at all times

FULFILLMENT

DELIVERY EXPERIENCE

DATA SUITE

Contact our Experts

Start with ShippyPro