



GREATER FLEXIBILITY FOR IMPROVED EFFICIENCY



ShippyPro is an incredibly useful application that simplifies order shipping, reducing both fulfillment times and post-purchase operation costs, helping us deliver excellent service to our customers."



Anna Costabile
Ecommerce and Digital Marketing Manager | Sundek



BETTER WITH SHIPPYPRO

24/36H

For deliveries in Italy, utilizing the optimal solution for each geographical area.

-30%

Time spent on logistics operations has been reduced, leading to a significant positive impact on costs.

-40%

Reduced customer care inquiries regarding delivery status, enabled by the email tracking system.

Striving for the perfect balance between sustainability & customer satisfaction

Sundek has established itself as a leader in the Mediterranean beachwear market. Over the years, the group has built an extensive retail network, comprising 35 monobrand stores and distribution in approximately 1,500 multibrand outlets worldwide. A key objective for the brand is to achieve seamless omnichannel integration. With 80% of its stores operating seasonally, Sundek is increasingly focusing on expanding its winter collection and growing its year-round retail locations to provide consistent offerings for its loyal customers throughout the year. Initially, Sundek partnered with ShippyPro to streamline logistics for its e-commerce operations, enabling efficient global sales and shipping. This partnership later expanded to include logistics management for its retail stores.

Sustainability, a core value for Sundek, remains a vital focus in all aspects of its operations. Sundek's commitment to preserving the sea—a vital environment cherished by those who wear and love the brand—continues to grow. This dedication is reflected in its efforts to move toward zero-impact packaging and to adopt innovative logistics solutions aimed at significantly reducing CO2 emissions. In particular, Sundek is actively pursuing agreements and initiatives to minimize the environmental impact of transportation. The brand prioritizes delivery methods such as lockers, pickup points, and service points, increasingly collaborating with carriers that offer these eco-friendly options. ShippyPro is playing a key role in supporting Sundek to offer the best services to its customers.



With ShippyPro, we have achieved a 30% reduction in the time spent on logistics operations, resulting in significant cost savings, thanks to the efficiency of a unified platform.

We can ensure deliveries within Italy in 24 to 36 hours by leveraging carrier comparisons to select the optimal solution for each geographical area. Furthermore, the shipment tracking system and automated tracking emails have reduced customer inquiries about delivery statuses by approximately 40%, significantly easing the workload of our Customer Care team."



Anna Costabile
Ecommerce and Digital
Marketing Manager | Sundek

An iconic brand that has shaped the history of beachwear fashion

Established in 1958 in San Francisco as a swimwear brand, Sundek soon expanded its range by introducing a small collection of nylon and cotton-nylon shorts specifically designed for surfing, becoming one of the first brands to cater exclusively to this sport. In the 1960s, Sundek revolutionized the market with vibrant, colorful patterns printed on cotton and Velcro closures replacing traditional zippers, ensuring maximum freedom of movement. These innovations quickly established the brand as a symbol of freedom, comfort, and dynamism. However, it was the launch of the iconic Rainbow Boardshorts that truly propelled Sundek to international fame, securing its place as a dominant force on European beaches starting in the 1990s.

Through collaborations with legendary athletes such as Kelly Slater, Sean Slater, Ken Bradshaw, Corkey Carroll, and Mark Foo, Sundek solidified its reputation as one of the most iconic and beloved surf brands of all time. Its distinctive design and, most notably, its pioneering spirit set it apart from the outset, as it became one of the first brands to incorporate nylon into beachwear, breaking away from the cotton-dominated tradition. Despite its evolution over the decades, the Californian brand has remained steadfast in preserving its original values and identity. This dedication endured even in 2020, when Sundek was acquired by an Emilian company, transforming it into a fully Italian brand while retaining its authentic spirit.



KEY FIGURES OF THE PROJECT

SHIPMENTS PER YEAR

25,000 shipments annually throughout Europe and the United States

DESTINATION COUNTRIES

Italy | France | USA | Germany
| Spain

RETAIL LOCATIONS AND INTEGRATIONS

1 ecommerce
30 stores for Ship from Store
1 marketplace
4 carriers

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