



# MAXIMUM RELIABILITY AND STREAMLINED LOGISTICS FLOWS



ShippyPro has facilitated the automation and optimization of the Morellato Group's logistics processes.

In particular, it has enabled us to ship pre-labeled packages directly from our warehouse, eliminating the risk of lost parcels, enhancing traceability, and significantly reducing costs."



**Massimiliano Costantini**  
Logistic Manager | Morellato Group

## BETTER WITH SHIPPYPRO

**-100%**

Savings on the fee paid to Carriers for labeling activities

**-35.000 €**

Annual savings achieved through in-house labeling and a reduction in lost packages

**-75%**

Reduced time spent on shipment tracking, thanks to an efficient tracking system

## Maximum reliability and optimized costs & shipments always under control

The Morellato Group manages an annual average of 600K shipments, with 2/3 handled through ShippyPro, departing from the Group's main warehouse. The remaining shipments are retail-based, originating from 600 stores across Italy, France, and Germany. These shipments are destined for the main warehouse, other stores, and, less frequently, end customers. 77% of Morellato Group's shipments are domestic, taking place within Italy and involving both online sales and physical stores (approximately 270 in Italy). Shipments to France and Germany account for 11%, while 1% are sent to Spain, the UK, and Switzerland. 4% are Extra-EU shipments, primarily to the Middle East. Morellato sells its products through proprietary e-commerce websites of its brands and marketplaces such as Yoox, Zalando, Amazon, and Vente-Privée.

With ShippyPro's automation of outgoing parcel labeling, carriers can access tracking information immediately upon pickup. This has enabled the swift identification of any discrepancies between goods registered in the warehouse as ready for pickup and those actually collected by the carrier. In cases of discrepancies, the tracking system, which uniquely identifies each parcel, facilitates immediate and accurate searches within the warehouse. This process has significantly reduced the percentage of lost parcels between the warehouse and the carrier's branch, effectively eliminating costs associated with such losses—one of the key factors driving the ROI achieved by the Morellato Group through the use of ShippyPro.



With ShippyPro, we generate outbound labels as well as "labels in the box" required by marketplaces like Amazon and Zalando, enabling customers to manage returns independently. Furthermore, we have successfully eliminated the labeling fees previously charged by carriers."



**Massimiliano Costantini**  
Logistics Manager | Morellato Group



## A Made in Italy group leading worldwide

The Morellato Group stands as Italy's leading jewelry and watchmaking company and a global leader in the high-end watch strap market. Founded in Venice by Giulio Morellato, who opened a workshop for wristwatches and jewelry in 1930, the company quickly secured a prominent position among watch enthusiasts and became a trusted supplier to the most prestigious Swiss maisons.

Since then, the Group's strong manufacturing heritage and expertise in sourcing and processing high-quality materials have been the cornerstone of its growth. By the 1990s, the Group had firmly established itself as a market leader, recognized for its capacity to innovate and its forward-looking vision.

In addition to its headquarters in Padua and offices in Milan and Rome, Morellato SpA manages five foreign operational companies strategically located in Europe, the Middle East, and the Far East.

The Group's portfolio includes proprietary brands such as Morellato, Sector No Limits, Philip Watch, Lucien Rochat, Live Diamond, Chronostar, Bluespirit, D'Amante, Cleor, CHRIST, Oui&Me, and La Petite Story, along with globally licensed brands like Maserati, Chiara Ferragni, Trussardi, and ESPRIT. Morellato Group operates 600 stores across Italy, France, and Germany and oversees shipments throughout Europe and the Middle East. In 2023, the Group achieved revenues exceeding €400 million in Italy alone.

### KEY FIGURES OF THE PROJECT

#### SHIPMENTS PER YEAR

Over 600K shipments, of which 400K are managed with ShippyPro.

#### DESTINATION COUNTRIES

Italy, France, Germany, Spain, Norway, Switzerland, Middle East

#### RETAIL LOCATIONS AND INTEGRATIONS

600 stores across Italy, France, and Germany  
12 proprietary e-commerce platforms  
6 marketplaces

Contact our Experts

Start with ShippyPro