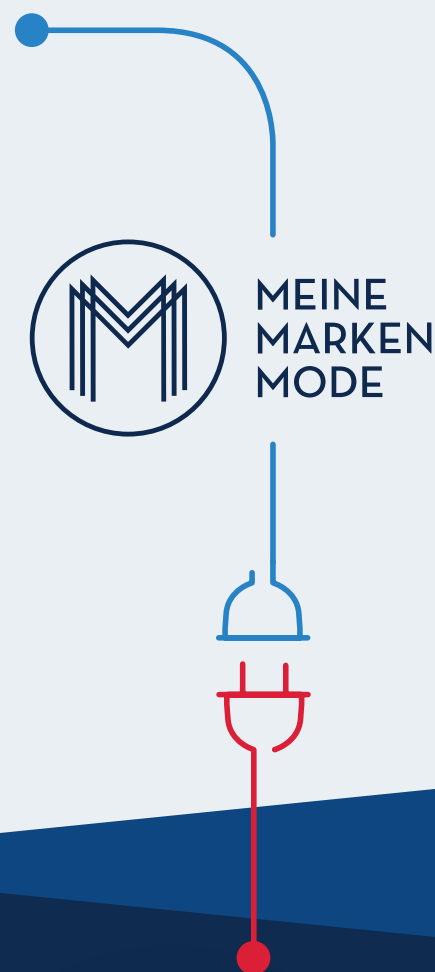


Seamless selling through Zalando, Amazon and Galaxus

How meinemarkenmode processes
well over half a million parcels to
Switzerland and the UK annually with
exporto and B+S Logistik





“The flexible and innovative shipping solution from exporto and B+S Logistik meets the high marketplace requirements and enables smooth and scalable deliveries to Switzerland and the UK.”

– Timo Bethlehem, Managing Partner meinemarkenmode

About meinemarkenmode

meinemarkenmode, one of the leading fashion retailers in Europe, is known for trendsetting fashion and high-quality products. As part of the DK Company Group, meinemarkenmode currently sells fashion styles from 19 top brands, including Blend, Casual Friday, ICHI and b.Young. meinemarkenmode reaches a wide range of customers via **seven of Europe’s largest marketplaces**, including **Zalando, About You, Galaxus, Otto und Amazon**, and has established itself internationally as a **multi-channel online retailer**.

The company currently ships more than 4 million parcels a year to over 35 European countries, generating annual sales of over 75 million euros in 2023.

In the UK, meinemarkenmode distributes its products via Zalando and Amazon, in Switzerland via Zalando and Galaxus and soon also via the Swiss Otto subsidiaries Jelmoli and Ackermann, which are already in the integration phase. Expanding a marketplace business internationally is a challenge – the logistical requirements of marketplaces are high. In order to achieve long-term lucrative growth, strong teamwork is required, where quality and well-coordinated processes are the key to success.

This is why meinemarkenmode is working together with exporto and B+S Logistik to process sales to Switzerland and the UK.



The challenge

Before partnering with exporto and B+S Logistik, meinemarkenmode faced the operational challenge of delivering goods reliably, quickly and duty paid to Switzerland and the UK.

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There were repeated delays in the supply chain due to missing documents or product data. Swiss customers had to wait a long time for their shipments, while Brexit completely stopped shipments to the UK.

There were also complications in returns management. The processing of return goods took too much time and overloaded operations even with small volumes.

Here, too, there was an urgent need for optimization, as Timo Bethlehem, Managing Partner of meinemarkenmode, reports: “Marketplaces usually refund returns quite quickly – the customs and logistics processes in the background have to run correspondingly fast. Smooth returns management is therefore an elementary process component that is demanded by marketplaces with increasingly fast SLAs.”

meinemarkenmode was looking for a solution that could handle both the operational and administrative challenges quickly, efficiently and reliably.



The set-up

The solution came in the form of a partnership with exporto and B+S Logistik.

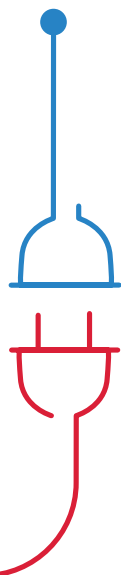


Timo Bethlehem explains the beginnings of the collaboration:

“meinemarkenmode has always strived for efficient and sustainable solutions that lead to growth and success. In order to realize these in Switzerland and the UK, we decided to partner with exporto and B+S Logistik. We were particularly impressed by the combination of service concept, commercial framework conditions and cultural corporate fit.”

B+S Logistik is part of the Nagel-Group and an established provider of logistics services with extensive experience in **e-commerce-fulfillment**. The experts for **warehouse logistics and transport** specialize in customer-specific implementations of complex logistics applications, including the development of **software and IT interface solutions**. With **13 locations** and a **warehouse area** of more than **500,000 m²**, they are ideally positioned to meet the needs of meinemarkenmode.

exporto, as a leading provider of European e-commerce shipping solutions to Switzerland, the UK and the Nordics, handles all **customs and tax processes** for meinemarkenmode automatically, takes care of **label creation**, ensures **transparent returns management** and guarantees the shortest possible delivery times thanks to regular





The process at a glance

Thanks to the cooperation with exporto and B+S Logistik, selling to Switzerland and the UK is easy and efficient for meinemarkenmode:

01



Order placement:

Customers in Switzerland and the UK order an item from meinemarkenmode via Zalando, Amazon or Galaxus.

02



Data transmission:

The order data and product information are transmitted digitally to B+S Logistik.

03



Pick & pack:

B+S Logistik picks and packs the orders using its e-commerce WMS Descartes pixi.

04



Technical integration:

B+S Logistik automatically sends the product and order data from pixi to exporto via an API.

05



Customs and labels:

exporto handles the customs declaration and sends B+S Logistik the shipment labels of the local last-mile carriers. B+S Logistik applies the appropriate labels to the parcels and prepares them for shipping in the destination country.

06



Daily collection:

exporto collects the parcels daily from B+S Logistik, manages the border crossing and hands the shipments over to the respective last-mile carrier.

07



Returns management:

exporto processes returns in its own returns centers in the destination country and transports them back to B+S Logistik – daily and reliably, so that the SLAs of the marketplaces are met at all times.



exporto

- ✓ Automated customs declarations and tax processes
- ✓ Digital label creation
- ✓ Daily regular pick-ups at B+S inclusive transparent tracking
- ✓ Reliable last-mile carrier management through partnership with the most popular local providers
- ✓ Efficient returns management through returns centers in the destination country
- ✓ Claim management with response times of \varnothing 14 minutes

B+S Logistik

- ✓ Customized warehouse logistics
- ✓ Professional fulfillment management
- ✓ Order picking and packing
- ✓ Labeling of the parcels
- ✓ Regular quality checks
- ✓ Daily processing of incoming returns

The implementation of the joint solution went smoothly in just a few weeks. Timo Bethlehem particularly appreciates the partnership-based cooperation on equal terms and the noticeably strong drive to further develop processes: “The common goal is to meet relevant market requirements at all times while always working efficiently, effectively and with the highest quality. Any challenges are assessed by all parties with the same priority and solved in a holistic manner.”

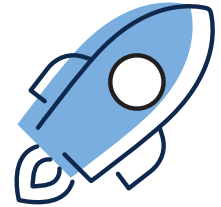
The figures from Customer Care show how well the communication between the partners works – despite the high parcel volumes processed, customer service remains outstanding at all times. The average response time from exporto for enquiries and queries from meinemarkenmode is 8 minutes, the CSAT has remained at 100% since the start of the collaboration.





The success

According to Bethlehem, the biggest benefit from the collaboration with exporto and B+S Logistik is the digitalization of processes and the resulting reduction in delivery and returns times.



“The average transit times from parcel collection to delivery to the end customer are **2.01 days to Switzerland and 2.92 days to the UK. At peak times, our returns rates can increase almost 4- fold within a month. Thanks to exporto and B+S Logistik, however, all sales and returns are processed quickly, cleanly and reliably at all times – regardless of how high our parcel volumes are.”**

Kathrin Hösl, CCO at exporto, knows the factors that lead to this positive outcome:

“What we value most about our collaboration with meinemarkenmode and B+S Logistik is the flexibility to react quickly and without complications to new circumstances, whereby each partner can focus on their respective core competencies. We are united by the common goal of achieving the best possible overall result. Everyone involved communicates on an equal level and can rely on each other 100 %. Under these conditions, growth and continuous process optimization are absolutely enjoyable.”

As a result, meinemarkenmode was able to increase the parcel volume realized in Switzerland from irrelevant low sales figures to more than 600,000 parcels per year within 12 months. From November 2022 to November 2023 alone, a growth rate of almost 30 % was achieved.

Such success is outstanding in itself. Remarkably, despite the rapid scaling, meinemarkenmode has seen a significant increase in customer satisfaction through consistent SLA compliance.

Thomas Finke, Business Unit Manager at B+S Logistik, continues: “We can only agree with this. The partnership with exporto for meinemarkenmode has been very pleasant and transparent right from the start. From systemic integration, through operational project planning and the ramp-up phase, to heavy traffic planning, the cooperation is always constructive, reliable and fast. We have rarely implemented a project that has worked this smoothly and successfully for everyone involved. Definitely a win-win-win situation!”



Summary and outlook

The collaboration between meinemarkenmode, exporto and B+S Logistik impressively demonstrates how efficient and flexible logistics solutions can achieve major business success in a very short amount of time.

The digitalization of processes and the partnership-based cooperation have made a significant contribution to significantly increasing sales figures to Switzerland and the UK, while maintaining customer satisfaction at a consistently high level - all without any operational effort for meinemarkenmode. Thanks to B+S Logistik and exporto, meinemarkenmode is able to concentrate fully on the essentials: selling its products and continuing its international growth.

It is hardly surprising that meinemarkenmode is keen to roll out the successful setup to other markets: the first test pilots for their expansion to Norway, Sweden, Denmark and Finland are already running. True to the motto: „Never change a winning team“ - together with exporto and B+S Logistik, of course.

Are you already using your full potential?

Find out together with
one of our experts.

[Get in touch with B+S Logistik](#)

[Get in touch with exporto](#)

