

CUSTOMER SUCCESS STORY



OCEANSAPART

Internationally active - Successful logistics
Partnership with activewear brand OCEANSAPART
leads to top logistical performance





Fast and Europe-wide shipping with customised solutions and flexible adaptations

The aim of many companies is to reach as many customers as possible and thus increase sales.

The best way to do this is by expanding their target group and expanding into other countries.

However, shipping products abroad often sounds easier than it actually is.

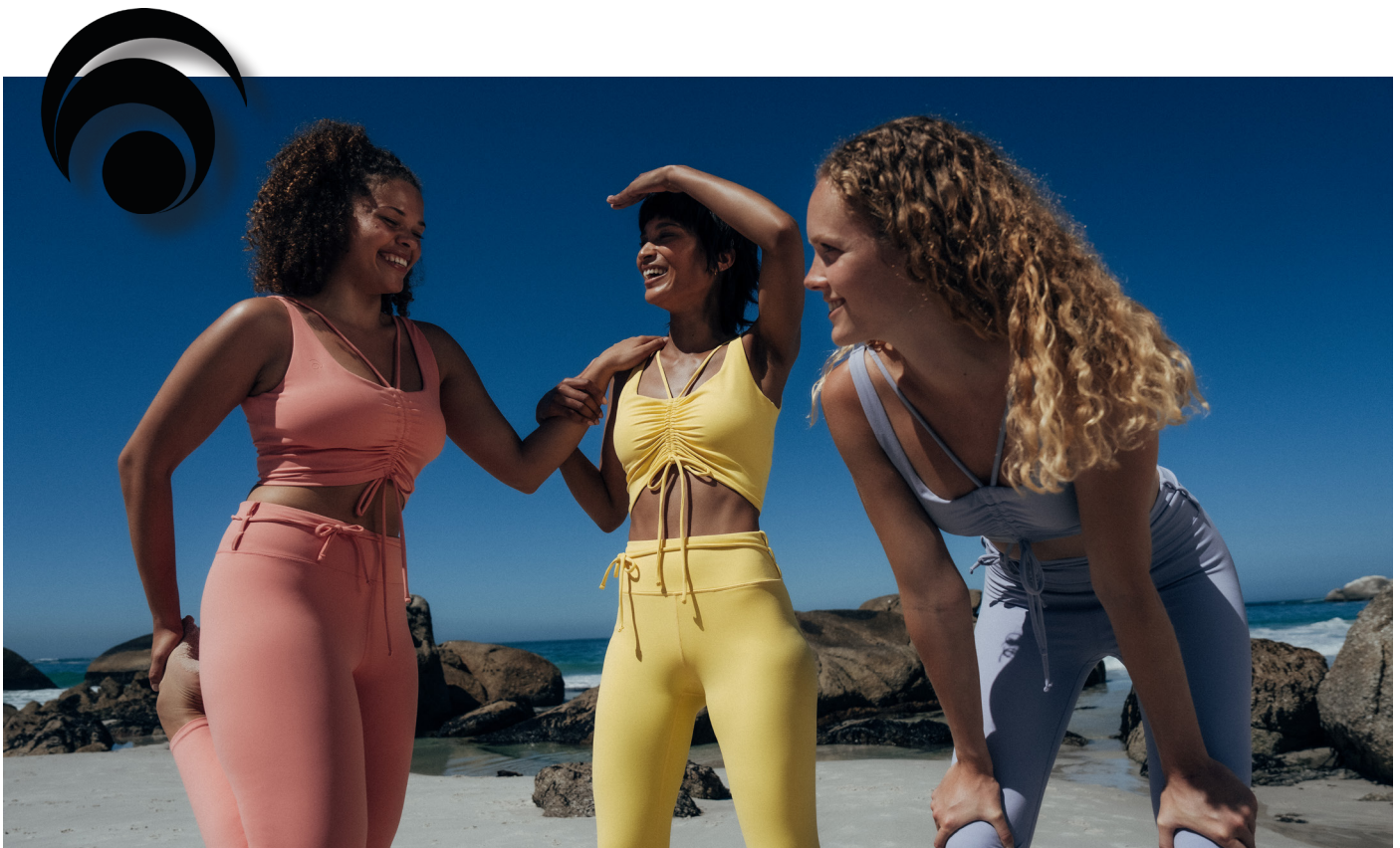
Different last-mile-carriers in each country and different customer preferences require a logistics company that not only recognises these differences, but can also act flexibly to integrate the company's wishes.

The problem of rapid growth

OCEANSAPART has been on the market since 2017 and has quickly made a name for itself in the highly competitive activewear market.

They have relied on a marketing strategy that was often underestimated until then: With social media advertising and influencer marketing, the company was able to expand quickly and supply six other European countries in addition to Germany: Poland, France, Belgium, Italy, Austria and Switzerland.

With rapid growth also came challenges - especially when it came to shipping. Customers expect **fast deliveries**, regardless of whether they live in a metropolis or a remote village. Speed is also required for **returns** so that refunds can be made quickly.



Challenge: Late orders and delayed deliveries

Many customers of online retailers in the fashion industry order in the late afternoon or evening, which means that orders can often only be processed the next day.

Many shipping service providers collect the goods before 5 p.m., which can extend delivery times by a whole day.

In today's world, fast shipping is essential to keep customers happy and loyal.

A solution that makes the difference

OCEANSAPART was looking for a logistics company that not only had local knowledge of the shipping countries, but could also provide fast deliveries. **PARCEL.ONE** offers both.

With an extended pick-up time from 10 p.m., even orders arriving late can be in the destination country the very next day. Thanks to our flexibility and speed, OCEANSAPART has chosen us as its partner not only for delivery to the six European focus countries, but also to the whole world.

Advantages of PARCEL.ONE - David beats Goliath

When choosing a suitable logistics service provider for shipping to other European countries, OCEANSAPART compared both larger and smaller service providers. We were able to impress on several levels.

Smaller than many well-known competitors, we are characterised by partnership and flexibility. OCEANSAPART is not just one customer among many, but receives personalised support.

We respond specifically to our customers' wishes and find solutions - even for special challenges. For example, with **extended collection times** and the **integration of desired carriers**, we can offer short delivery times abroad.

Another advantage is that we deliver directly to metropolitan areas with over **45 connected last-mile carriers**, thereby gaining additional transit time.

After the implementation, a runtime gain of one day was measured for over 60% of all orders compared to the previous partners.



Poland and delivery to lockers

In Poland in particular, we have an advantage over other providers: by recording the sizes and weights in our HUB (main handling base), the correct locker sizes (depending on the size of the parcel) are selected for delivery.

94 % of online shoppers in Poland opt for delivery to so-called 'lockers' or parcel boxes (Source: InPost, Kantar research).

These serve as self-service, pick-up and drop-off stations that are accessible around the clock.

We ensure that the correct locker sizes are selected before delivery to the final delivery service.

In our HUB, each consignment is recorded with a DWS unit (Dimensioning, Weighing and Scanning System) and the appropriate box and the correct locker size are selected and reserved based on the recorded data. This means that no subsequent surcharge is triggered at InPost due to the wrong locker size.

If, contrary to expectations, a consignment is too large for the compartment, it is automatically redirected to an alternative delivery to the front door if the customer so wishes.

The recipient has the choice and is automatically informed of every tracking event.

PARCEL.ONE's delivery partner InPost in Poland has more than 22,000 such lockers. These parcel boxes can be used not only for receiving but also for returning goods.

For OCEANSAPART we deliver approx. 56% of all shipments to Polish InPost lockers.

44% of recipients decide in favour of home delivery, of which over 10% spontaneously decide in favour of loose delivery during delivery. This happens seamlessly in direct communication between InPost and the recipient, as over 7 million recipients already use the delivery partner's app.

OCEANSAPART has been working successfully with PARCEL.ONE for shipping to Poland since 2020, before we took over the entire European shipping network. By connecting with a modern Polish carrier such as InPost, the preferences and cultural characteristics of Polish customers were taken into account, making Poland the largest growth market for the sportswear brand. This positive experience led us to take over shipping to other European countries as well.

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Innovative solutions for e-commerce

Successful e-commerce companies need to be flexible, especially when it comes to shipping. New problems and challenges require continuous adaptation. For example, we were able to integrate new carriers in France and Italy to support our customer's growth. As a small, agile logistics company, such tasks are a matter of course for us. Our focus is on flexibility and customisation.

OCEANSAPART started out as a D2C online shop and has recently opened up to selling on marketplaces. However, these have special requirements. Retailers must fulfil strict requirements in order to be able to offer their goods here. These can be very strict, especially when it comes to shipping. The delivery time may be up to five days and the returns times are also precisely regulated with a maximum of eight days. In the event of a return, the money must be refunded to the customer's account within this time. However, this process is lengthy, especially if the goods were delivered abroad.

We have therefore developed the returns concept in such a way that the returned goods are checked in the respective country, scanned and sent to OCEANSAPART 'without' being physically present.

This allows the retailer to decide quickly whether the goods are to be returned and the money can be refunded to the customer's account quickly. This process takes just two days.

Another advantage is that the goods are consolidated and not sent back individually. This not only saves costs, but is also good for the environment.



Finding innovative solutions together

Our collaboration with OCEANSAPART shows that we are happy to adapt to a wide variety of circumstances and are always looking for customised solutions. This flexibility and commitment are unique in the logistics sector. Smaller service providers have such advantages and can therefore stand out from the big players. Especially when it comes to shipping, this quick adaptability and 'out of the box' thinking.

But in the end, deliveries still have to be made - in the truest sense of the word. In the winter season, shipment volumes of over 10,000 consignments per day were processed on the same day, which impressively demonstrates the company's efficiency.

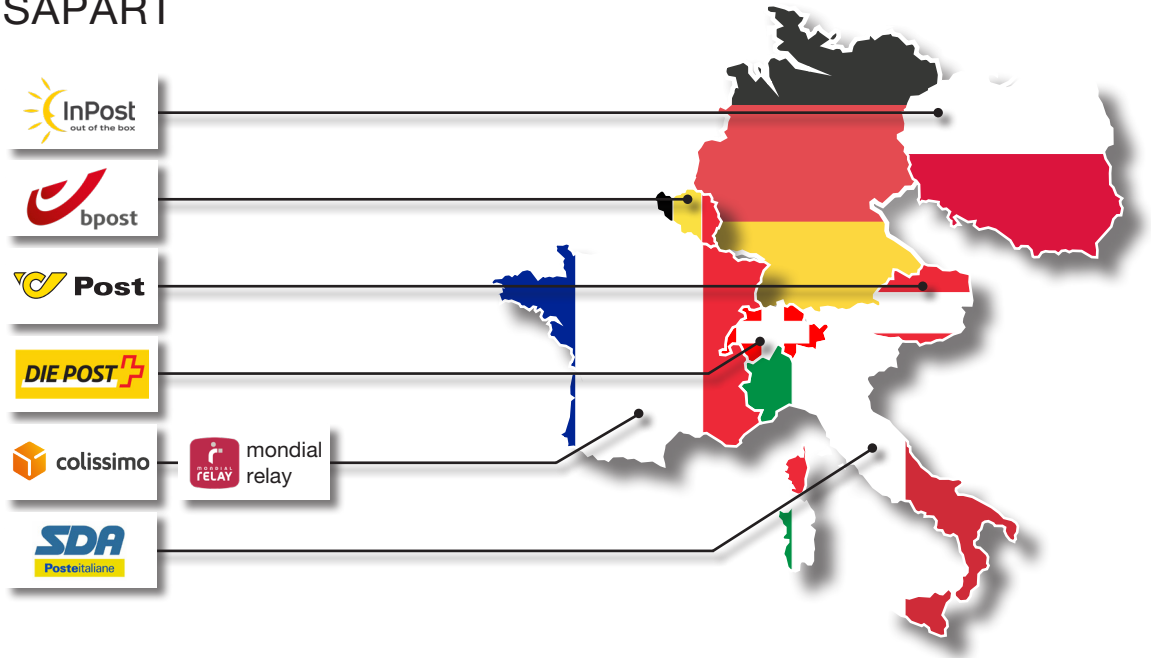
'The big logistics companies are sometimes panes of glass, they don't adapt,' says Micha Augstein, (CEO PARCEL.ONE).

We offer a dynamic service that responds to individual requirements and develop flexible products that ultimately remain affordable. 'Everything has to be simple. One labelling standard, one contact person for all questions and one invoice at the end.

That is the **ONE** principle.



The PARCEL.ONE Carrier-Setup for OCEANSAPART



„In PARCEL.ONE, I have found a reliable and flexible partner who does not act like a partner, but rather like an employee of our company and who works enthusiastically with us on new solutions and always advises us with their expertise.

We have received a customised product that has integrated perfectly into our operations and our business. First and foremost, I enjoy working with them and, at the same time, it is a huge improvement in the all-important last mile in Europe.“

Christian Körner
Head of Logistics | OCEANSAPART

„Rarely have I felt so challenged in a project as I did with Christian.

PARCEL.ONE and I accepted the challenges and were able to gain a lot of new experiences that have helped our company and me personally.

Our general service promise has reached a new level and I am looking forward to marketing and further development.“



Jonas Clemm
Head of Growth | PARCEL.ONE

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„We make fashionable, comfortable and unmistakably feminine activewear.“

Our products are designed to encourage and inspire women to recognise their individuality.“

Lisa Schöpert, Senior Brand Manager | **OCEANSAPART**



OCEANSAPART

The story of OCEANSAPART began in 2017 and within a short space of time, the retailer has established itself as a fast-growing and innovative activewear brand. An international team works from the headquarters in the heart of Berlin.

OCEANSAPART is currently active in eight key European markets. In addition to Germany, the company is celebrating success in France, Belgium, Italy, Spain, Austria, Switzerland and Poland.

The way in which the products are manufactured reflects the values of OCEANSAPART. The company cares about the people who make the products, the environment and the planet. As a proud member of the Fair Wear Foundation, they are committed to ensuring that all products are made under fair labour conditions.

They are actively working to increase the use of recycled materials in their products and to discover more environmentally friendly fabric technologies.

Employees: **130 (29 nationalities)**
On the market since: **2017**
Product: **Activewear**
Turnover 2022: **100+ Mio.**

Shipping with P1: **7 Focus countries + whole World**
Customer since: **2020**