



SEVEN SENDERS



atlasformen
MADE FOR ADVENTURE

CUSTOMER SUCCESS STORY

The best delivery service at the best price

Atlas For Men partners with Seven Senders to ensure an exceptional customer delivery experience while maintaining cost-effective operations.



For the past five years, Atlas For Men has chosen to work with Seven Senders to manage its logistics costs, first on the Austrian market, then in the UK post-Brexit. Romain Alaimo, Head of Distribution for Atlas For Men, details a partnership based on respect for the promise to the customer and a focus on operational excellence.

Atlas For Men is a success story that began in 1999. A subsidiary of Éditions Atlas at the time, it quickly established itself as a specialist in ready-to-wear outdoor clothing. The brand's positioning and message are clear: the best quality, at the best price. In 2014, Atlas For Men became an independent entity and accelerated its growth by focusing on international expansion. Today, nearly 8 million parcels are delivered every year to 14 different countries (twelve in Europe and two in North America: Canada and the United States). To reinforce its brand promise, now elevated to the level of a mission - to provide its customers with high-quality, comfortable, and affordable clothing - Atlas For Men positions itself on several channels. "Our mainstay is still the print catalog," confides Romain Alaimo, "but our model is gradually evolving, and the online channel is steadily increasing its share, now accounting for around 50% of the company's sales volume."

FACT SHEET ATLAS FOR MEN

- E-commerce industry: Outdoor apparel
- Webshop: www.atlasformen.com
- Customer since: 2018
- Carriers used: Yodel: UK, DPD: Austria

“ We’re not looking for express delivery or ultra-personalization. We want the best possible service at the best possible price. Seven Senders strikes the right balance perfectly. ”

— Romain Alaimo, Head of Distribution for Atlas For Men

AN OPTIMIZED COST STRUCTURE

With its three distribution centers, two in Europe and one in North America, Atlas For Men achieved a turnover of 284 million euros in 2022, up 2% in an overall global e-commerce market that was in a slight decline. The sustained performance is due to the company's strong commitment to its customers. "Our promise of optimum value for money means that, for consistency, we have to offer shipping costs that match our pricing structure while providing an exceptional customer experience," Romain Alaimo explains. This is one of the reasons why Atlas For Men decided to begin the cooperation with Seven Senders in 2018. Seeking to optimize its logistics costs in the Austrian market, Atlas For Men relied on Seven Senders for its ability to work closely with local delivery agents.



“ Seven Senders was able to offer us high-quality service at an extremely competitive price, from our distribution center to the end customer. End-to-end support at a very competitive cost is what convinced us to choose Seven Senders for shipping. ”

— Romain Alaimo, Head of Distribution for Atlas For Men

SHIPPING AND CUSTOMS EXPERTISE IN THE UK

Faced with the constraints of Brexit, Atlas For Men's logistics costs on the UK market started to look less favorable. However, working with Seven Senders optimized shipping processes, and the company benefited from partnering with local last mile carriers such as Yodel. Through the cooperation Atlas For Men now achieves two-day delivery times from France to the UK. "The real challenge Seven Senders faced in the UK was to guarantee quality of service while controlling the budget contingencies related to the customs procedures. Seven Senders enabled us to maintain a cost structure consistent with our brand promise and smooth out the rough edges caused by Brexit as much as possible," says Romain Alaimo. In addition, Seven Senders' expertise in regulatory processes and customs clearance has also been a significant help.

“ Seven Senders' advantage on the UK market is not limited to the scope and quality of its carriers. Its knowledge of the administrative and legal specifics enabled Atlas For Men to improve its financial situation and operate more cost-effectively. ”

COOPERATION RESULTS AT A GLANCE

- High-quality shipping at a competitive price
- Cost-effective customs solution for UK market
- Faster lead times
- Easy & quick carrier integration via single API

A RELATIONSHIP BASED ON FLEXIBILITY, SIMPLICITY AND ACCESSIBILITY

Adapting to a specific shipping profile, controlling costs, and keeping to promised delivery lead times, the partnership with Seven Senders has lived up to Atlas For Men's high expectations. The in-depth and clear understanding of Atlas For Men's challenges has been a key factor in this successful collaboration. "From an operational point of view, we are in contact on a daily basis, which enables us to work together with confidence," notes Romain Alaimo.

Atlas For Men also benefited from the quick IT integration via the Seven Senders single API to connect to all its carriers. Thanks to this rapid implementation capability, in less than three months from the start of the collaboration significant shipment volumes could already be processed. And with the advantage of direct injection, delivery lead times significantly improved.

Atlas For Men continually challenges its approach to offer its customers the best possible experience. As part of this effort, the company is now looking to position itself on marketplaces." This is a new strategic sales channel where we want to position ourselves while retaining complete control of our logistics flows." An opportunity, perhaps, to further expand our collaboration with Seven Senders!



ABOUT ATLAS FOR MEN

Atlas For Men is the French specialist and European leader in outdoor lifestyle clothing and accessories. Distributed exclusively by mail order (e-commerce and catalogs), Atlas For Men offers nature lovers authentically styled clothing and accessories that combine freedom of movement, comfort and durability. Atlas For Men was created in September 1999 within the Editions Atlas Group by Marc De-lamarre, today the company's Chairman and CEO.

ABOUT SEVEN SENDERS

Seven Senders is the leading delivery platform for parcel shipping. The company, founded in 2015 by Johannes Plehn and Thomas Hagemann, connects senders with a carrier network of more than 100 parcel delivery agents throughout Europe to offer local shipping as a competitive advantage. Seven Senders takes over the organization and implementation of cross-border parcel deliveries for retailers of all kinds and is responsible for the daily end-to-end supply chain from the warehouse to the customer. As a one-stop solution, retailers can access additional delivery services, from a plug-and-play label solution and EU-wide digital claim management to analytics and tracking tools. Plus, benefit from a customs solution tailored to help retailers reduce the effort and complexity of customs clearance processes, focusing on costs, compliance, and efficiency. Seven Senders makes international shipping easy!



Take your international parcel shipping to a new level

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