



SEVEN SENDERS



bergzeit

## CUSTOMER SUCCESS STORY

# Logistical summit: Bergzeit expands successful partnership with Seven Senders

If you want to expand internationally - especially in the highly competitive e-commerce sector - you need strong partners who know the individual markets inside out and have the necessary know-how in logistics. **The outdoor specialists at Bergzeit have known since 2016 that they can rely on the delivery experts at Seven Senders.**

Bergzeit has been delivering its goods - from backpacks to bikepacking tents - with Seven Senders in Switzerland for eight years. Later the cooperation expanded to include Italy and as of July 2024, Benelux countries and France will be added. The partners are also launching a new solution for shipping bulky goods to various European destinations.

**“Thanks to the cooperation with Seven Senders, we are able to meet the challenges of cross-border shipping and the potential difficulties of shipping bulky goods in the best possible way. We really appreciate this cooperation,”** says Dennis Wiesinger, Customs and Transport Manager at Bergzeit.



## IMPROVING THE CUSTOMER EXPERIENCE WITH A LOCAL CARRIER NETWORK

Based on the positive experience, the cooperation is now being extended to Belgium, the Netherlands and France. With Seven Senders, the Bergzeit logistics team can select the delivery partner from the provider's extensive carrier network that best suits the needs and requirements of each market's customers. **By switching to local carrier management, Bergzeit hopes to achieve a more tailored customer experience and positive business development.** The focus is on growth in various, currently still smaller markets, which are to be developed in the future.

## BULKY GOODS TRANSPORTATION? NO PROBLEM!

Another area Bergzeit covers with Seven Senders is the transportation of large and bulky goods, which can often lead to problems with handling and delivery to the customer. As an outdoor provider, the company's range includes touring skis and other winter sporting goods, which some carriers either do not ship at all or only with a high bulky-goods surcharge as the products exceed standard parcel maximum dimensions and weights.

The most important thing was that the solution should measurably simplify

processes. Another requirement was that the new system had to take into account restrictions in the Bergzeit warehouse, such as the outbound goods area. The solution was found in a very close exchange and could only be successfully implemented because both parties worked constructively and together on the new setup through on-site visits, workshops, brainstorming sessions, and personal contact. The input of the warehouse staff and their great interest in change and optimization played an important role. Everyone was brought on board.





“Thanks to the new local partners and the support from Seven Senders, we were able to develop a completely new, operationally smart solution and also massively reduce shipping costs.”

— Dennis Wiesinger,  
Customs and Transport Manager at Bergzeit

## INCREASED SUSTAINABILITY THANKS TO PUDO

Seven Senders and Bergzeit are also pursuing similar goals in the area of sustainability. In this context, Bergzeit plans to offer PUDO deliveries - PUDO stands for pick-up and drop-off points - in various markets. Last mile emissions can be reduced by up to 300 grams of CO<sub>2</sub> per parcel if pick-up and drop-off points are used instead of home delivery.

**Bergzeit can offer this option at checkout using the Seven Senders PUDO Locator, which provides all relevant PUDO location information in a user-friendly form independent of the carrier.** Via the Seven Senders single API, retailers only need one integration to access all European PUDO carriers.

## A PARTNERSHIP CHARACTERIZED BY TRANSPARENCY AND COMMITMENT

**“Sustainability and an optimal customer approach have enormous significance to Bergzeit. That’s why it is important to ensure the most economically viable and sustainably optimized process is ensured across the entire transport route. We also want to offer an optimal customer journey. Reliability on the last mile is immensely important. Seven Senders provides us with optimal support for all these goals,”** summarizes Dennis Wiesinger.

He continues: “Above all, the fast and proactive transfer of information helps us to adapt our customer communication to ad hoc events such as strikes or heavy snowfall, thus creating transparency for the customer. The cooperation is characterized by commitment with a special focus on small but very important issues.”

## ABOUT BERGZEIT

Bergzeit started 25 years ago as a small touring portal with extensive alpine expertise. The company, based in the foothills of the Bavarian Alps, quickly developed into a mountain sports outfitter and is now the leading online provider of mountain sports equipment, offering 40,000 items from over 520 brands.

With two branches in the south of Munich, its own second-hand platform “RE-USE” and its own magazine, the more than 370 employees pass on their experience to mountain sports enthusiasts. Together, the team faces the challenge of preserving the mountain world and at the same time making it possible for everyone to spend more time in the mountains. Bergzeit sees itself not only as a mountain sports specialist, but also as an educator and role model for mindful action and sustainable consumption.

## 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 its carrier network of more than 100 parcel delivery agents throughout Europe to offer excellent local shipping as a competitive advantage. With additional shipping services such as a Claims Center & Insurance, Return Portal, and Labels, Seven Senders makes international shipping easy. Automated dispatch notifications and tracking and monitoring solutions ensure a transparent shipping process while monthly reports and analytics facilitate data-based performance optimizations. Shippers receive everything from a single source with the Seven Senders delivery platform, which greatly reduces complexity.

## TAKE YOUR INTERNATIONAL PARCEL SHIPPING TO A NEW LEVEL

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