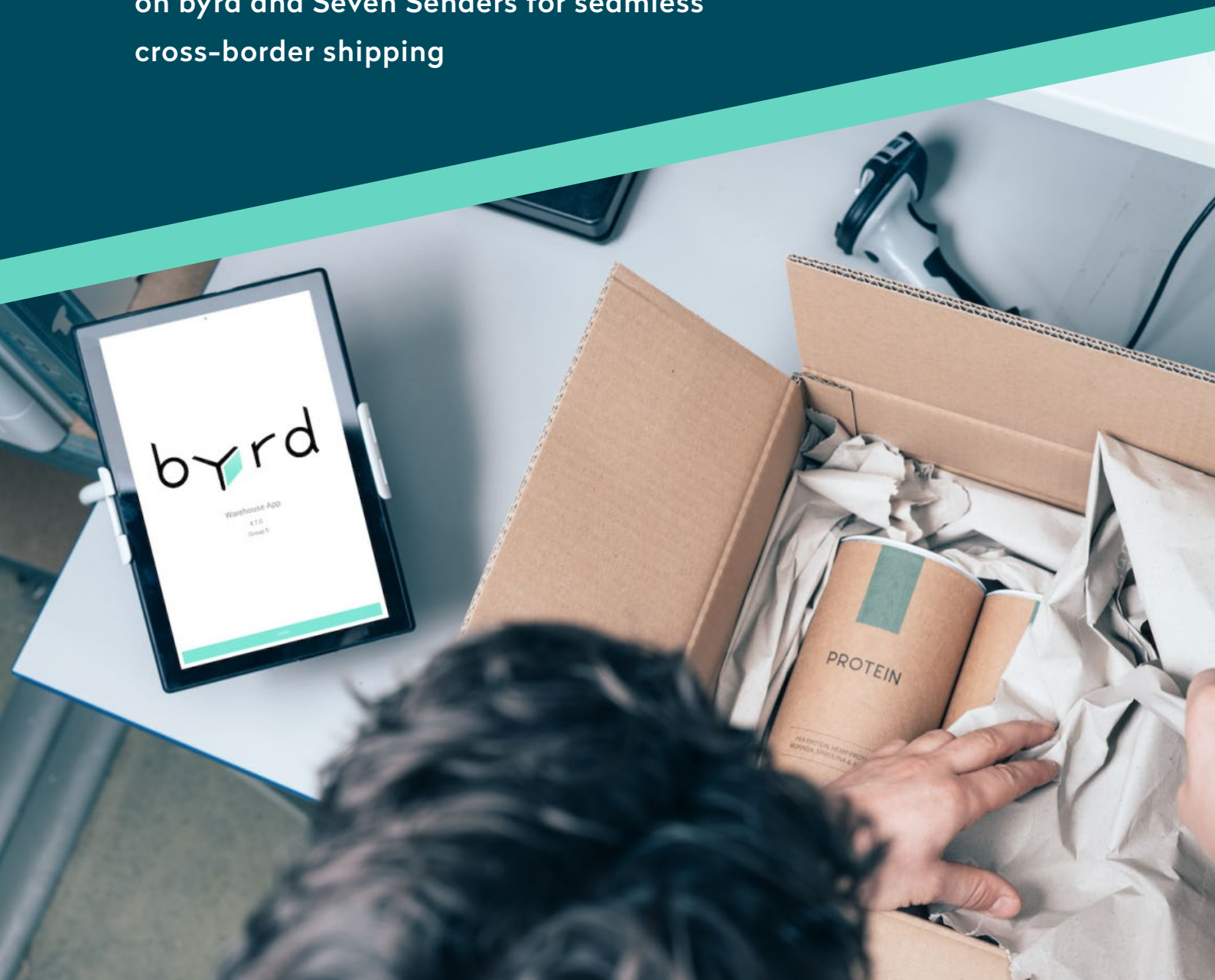





CUSTOMER SUCCESS STORY

Healthy growth: How fulfilment and delivery expertise work together

Berlin-based startup Your Superfoods relies
on byrd and Seven Senders for seamless
cross-border shipping





Some want to lose a few of those extra pandemic pounds or strengthen their immune system; others wish to reduce inflammation, improve their skin or feel revitalized. To achieve these goals, people are turning to matcha, acai, turmeric, blueberries, and other superfoods. No wonder that this market segment has been enjoying an increase in popularity in recent years. Experts predict that, from 2021 to 2026, superfoods will see an [annual growth rate of 6.2%](#) in the global market. One German company specializing in marketing and selling health-promoting superfood and plant mixes is the Berlin-based start-up [Your Super](#).

To promote their international growth, strengthen their cross-border operations, and constantly keep track of all important shipping data, the Berlin-based company relies on the support of [Seven Senders](#) and [byrd Technologies](#).

byrd handles all fulfillment processes for Your Super, from picking and packaging, handover to the shipping providers, and customer support, as well as pre-order picking and returns management. Shipping to various different countries, however, is the responsibility of Seven Senders.



A synergy of strengths

German company Your Superfoods, also called Your Super, aims to simplify healthy eating through superfood mixes – increasingly for international customers. And to ensure a healthy foundation for their fulfillment needs, the e-commerce player opted for the services of logistics and delivery specialists byrd.

byrd's services allow online retailers to ship their goods in just a few clicks. On demand, a courier collects the parcels for shipping and takes them to be packaged in the byrd warehouse, where they then start their journey to the end customer.

Through its fulfillment service, goods can be stored at any of byrd's facilities and shipped internationally using its proprietary software. When it comes to cross-border shipping, the Austrian company works with Seven Senders. The primary goal of this partnership is to ensure that Europe-wide logistics run smoothly and seamlessly, delivery times are shortened, and costs are saved.



One point of contact for all logistics matters

Michael Innerhofer, Director of Pricing and Procurement at byrd, explains why it is so important to build on a network of reliable partners, especially in e-commerce:

“Our specialty is, without doubt, our programming and software expertise. Our partners, in turn, offer expertise in other important areas of logistics. When we work together, online retailers profit from receiving all services from a single-source.”

For approximately 200 customers, 3PL specialist byrd, which ships from 12 warehouses, serves as the point of contact for all logistics needs, from warehousing to shipping. Seven Senders is their central partner for cross-border shipping, currently operating together in Austria, Italy, France, and the

Netherlands. In the future, Spain and Switzerland, as well as Scandinavia, are to be added.

National carriers reduce costs and increase customer satisfaction

Berlin-based company Seven Senders specializes in international shipping operations. By providing access to a network of more than 100 carriers, shippers can operate much more cost-efficiently than going it alone or cooperating with a global logistics partner. Michael Innerhofer elaborates:

“Seven Senders’ delivery network means that online stores can always ship with a national service provider that suits them, that is well-known in the respective country, and most familiar with the specific needs and requirements.”



Transparent analysis functions

Here are two concrete examples:

French customers of Your Super receive orders from the carrier Colissimo, while Austrian customers receive theirs from delivery agents via the national post service, Austrian Post, two of the delivery partners Seven Senders works with in these countries. As both carriers are already well-known to customers, this positively impacts the customer experience (CX), delivery rate, and overall efficiency.

Another benefit of working with Seven Senders is that it provides e-commerce operators with comprehensive analytics options. With a transparent, customizable analytics dashboard, users have access to all important contract data at a glance, allowing them to quickly identify potential error sources or delays without having to search endlessly. What's more, Seven Senders' tool can be easily connected with byrd software, so customers don't experience any system interruptions.



Reliable data control and analysis

When is a product leaving the warehouse? When will Seven Senders take over delivery? The answers to these questions can be found in byrd's analytics dashboard. In turn, the Seven Senders dashboard provides data on shipping and delivery, which then flows into the shared system. For customers, this means having a clear overview of when a package was picked up or how soon it will be delivered. The Seven Senders software facilitates byrd's data analysis which, in turn, benefits Your Super end customers, keeping them in the loop on when their order will arrive.

But it goes further than providing answers to these general questions; the software can also be used to control contract parameters, such as whether a shipping

partner keeps to agreed-upon times.

Michael Innerhofer praises the interaction between the two solutions, as well as its speedy implementation: "Everything was extremely easy and uncomplicated. Other service providers are more old-fashioned in that respect." As Innerhofer points out, the smart, open interface (API) also supports labeling.

“ Online players who, like Your Super, want to open up new markets and ship to other countries profit from a partnership with Seven Senders, as everything is managed centrally and cross-border shipping can be planned and executed cost-effectively. ”

Questions about our cross-border parcel services for 3PL & Fulfillment companies? [Get in touch!](#)

Oscar Determan, Head of Third Party Logistics Sales Europe

+31-6-25321333 • o.determan@sevensenders.com

www.sevensenders.com