



SEVEN SENDERS



emma & noah

CUSTOMER SUCCESS STORY

From carrier to customs support: Seven Senders helps emma & noah in its international growth

E-tailer for premium baby products plans to continue expanding its cross-border business. Solution-oriented support from a single source and a good price-performance ratio make Seven Senders a compelling proposition.

From organic cotton baby sleeping bags and practical nursing pillows to cuddly wool walk overalls: If you're looking for a first outfit for your little one or a gift for your godchild, you're guaranteed to find it at emma & noah. Founded in Düsseldorf in 2018 by entrepreneur Aline Gallois-Trautmann and Fabian Bitta, the online start-up has become a popular port of call for all new parents and others looking for high-quality and sustainable baby items. Since summer 2023, Seven Senders has been helping to ship the ordered goods from the warehouse in Schwerin to customers in Austria and Switzerland. Other markets are soon to follow.



TIMELESS DESIGNS AND SUSTAINABILITY INSTEAD OF MASS-PRODUCED GOODS

Emma and Noah: these two names have been in the top ten lists of most popular baby names for several years. The products from the online store of the same name for baby clothing and items are at the top of many a parent-to-be's wish list. Above all, the top quality made from high-quality organic cotton, the durability, the beautiful designs and colors, and the practical product features – such as sleeping bags with feet or cute mobile changing mats – have made the e-tailer more and more popular. Most recently, “emma & noah” has grown by between 25 and 30 percent per year. The store is also constantly adding new products to its range.

Aline Gallois-Trautmann had the idea for “emma & noah” when she wanted to create a young digital brand for unique baby products. In the store, for example, assembling a wide range of items for the first kit is quick and easy. At the same time, users can find numerous blog posts and expert tips on topics such as pregnancy, breastfeeding, early childhood development, and sustainability. Today, the “emma & noah” products are available in the company's online store, on other sites, and in brick-and-mortar stores with cooperation partners. There is also a site for Austrian customers and a website for customers in Switzerland.

PRICES AND TRANSIT TIMES ARE CRUCIAL

“After the German market, which is still our largest market, we first expanded into Austria and used a major international carrier. We then also launched in Switzerland,” says Lucian Berkmüller, Head of Operations. He is responsible for the logistics business at “emma & noah”. However, the prices for the initially relatively small parcel volumes with large international delivery providers were often very high: **“That’s why we looked for a new approach and a new carrier. We were also planning to expand further and were looking for support,”** says Berkmüller. When comparing various providers, the company finally decided for Seven Senders and its last-mile partners, Post AT and Post CH: **“The main deciding factors were the significantly better prices, but also the good delivery times.”**



With Seven Senders, shipping could be optimally tailored to the requirements of the various target markets. In addition, the collaboration with Seven Senders enables direct and uncomplicated access to a network of over 100 carriers. **“This is much more efficient, flexible, and, in most cases, cheaper than our previous approach, and we can also make adjustments if necessary and depending on the growth in delivery volume,”** says Berkmüller.

CONVINCING SHIPMENT BUNDLING AND DATA TRANSPARENCY

A particular challenge for the Swiss market was the issue of customs clearance and transit times for international shipments in general. As “emma & noah” does not yet operate any warehouses in the various countries, the company must rely on acceptable and reliable delivery times being possible from Germany. With Seven Senders, shipments to Austria currently take around 3 days and 2.5 days to Switzerland. **“We, or rather our customers, are very satisfied with this,”** comments logistics expert Berkmüller. He praises Seven Senders, particularly because e-tailers like “emma & noah” get everything from a single source, and shipments are bundled: **“There is one contact person who takes care of all matters. This streamlines processes, saves time, effort, and costs, and ensures greater transparency.”**

BENEFITS OF COLLABORATION

- **Cost savings** on overall logistics costs
- **Faster delivery** with 2.5-day transit times from Germany to Switzerland
- **Streamlined customs** processes minimizing delays and unexpected fees
- **Data-driven** decision making with tailored performance dashboards

This transparency is also ensured by the data quality and the good overview that Seven Senders offers with the help of dashboards specially tailored to the needs of the “emma & noah” team. **“We have super dashboards and experienced contacts at Seven Senders. If we can’t display something, we simply ask and get a suitable dashboard built within a few days – we don’t have to worry about it ourselves,”** reports Berkmüller. He currently uses various different analysis dashboards regularly – for example, for line haul, transit times, and volume per country – and is very satisfied with the quality of the information.

“SOLUTION-ORIENTED SUPPORT FROM A SINGLE SOURCE”

In the coming years, “emma & noah” would like to continue to grow both in Germany and internationally. New markets could include the Benelux region, Denmark, Sweden, and the UK. However, the exact approach is to be evaluated first.

In addition, up-and-coming brands with Seven Senders do not have to expect extremely long project lead times for the initial set-up. This is particularly important for small brands that do not yet have large capacities. Bundling pallets and merging processes also support sustainability goals. **“Seven Senders has a great deal of in-house knowledge and is always solution-oriented and willing to compromise when alternative solutions are needed. We can recommend working with them,”** summarizes Berkmüller.



“With Seven Senders, we can imagine expanding into other markets, as they have the carrier network and the expertise required for well thought-out and data-driven growth. This means that companies always benefit from the best carriers and the best support from a single source.”

— Lucian Berkmüller,
Head of Operations at emma & noah

ABOUT EMMA & NOAH

“emma & noah” is a young company from the heart of Düsseldorf that was founded in 2018 by Aline Gallois-Trautmann and Fabian Bitta. “emma & noah” stands for lovingly designed baby products made from natural materials and sustainable production with a feel-good guarantee for every baby. Top quality, individual designs and responsible production are the top priorities. “emma & noah” consciously focuses on high-quality romper suits, sleeping bags and crawling blankets produced with organic certification and sustainable aspects.

The team currently has around 20 employees. The warehouse is located in Schwerin. The “emma & noah” target group is digitally savvy customers primarily reached via online channels. Therefore, the website is designed as a store but also provides valuable advice for pregnant women and young parents via a blog. In addition, the growing Instagram community is particularly important to the start-up.

For further information, please visit:
www.emmanoah.de

ABOUT SEVEN SENDERS

Seven Senders is the leading delivery platform for parcel shipping in Europe. 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 and 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.

For more information, please visit:
www.sevensenders.com

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