



Case study

FREITAG

GEOGRAPHIC AREA SERVED

Europe and North America

CHALLENGE

- Provide worldwide service without investing in a distribution network
- Speed-up customs clearance
- Make the shipping process transparent

SOLUTION

- UPS scheduled pick-up service
- UPS Express Saver for online orders: delivery next business day across Europe
- UPS Standard, UPS Expedited for other shipments
- UPS World Ease bundles consignments, for simple customs clearance
- Quantum View Notify for visibility

RESULTS

- Simple & seamless shipping service
- Smooth customs clearance
- Transparent shipping process thanks to visibility tools
- No out of stock situations for retailers
- Less administration
- Less customer concerns and inquiries

FREITAG 'Freeway' Bags arrive on time with UPS

UPS® delivers limited edition designer bags worldwide

The 'Freeway' Bags of Zurich-based FREITAG lab.ag—colourful, unique, and indestructible—are design classics. For the last 16 years, the company has made bags with recycled materials that are as multifunctional as a Swiss penknife. The success story of Markus and Daniel Freitag began in 1993 when the brothers, both graphic designers and passionate cyclists, created a functional, waterproof and durable bag to withstand the constantly changing Zurich weather. Inspired by sustainable streetwear, they used discarded materials from cars, trucks, and bicycles to craft the first FREITAG bag in their living room. Today, FREITAG has more than 70 employees and produces in excess of 175,000 bags and accessories annually using discarded truck tarpaulins, bicycle inner tubes, seat belts and airbags as raw materials. Customers can choose from over 40 design blueprints and each bag is unique due to the recycled materials used.

The Challenge

Today, the FREITAG brand is not only identified with urban bags, but also with functionality, design, durability, and quality. To maintain this high quality standard throughout the final delivery of their products, FREITAG was looking for a shipping company that not only provides reliable service, but is also known for its professionalism and trusted brand. Since the delivery might be the only face-to-face point of contact between FREITAG and its customers, the shipping partner needs to convey the company's image of quality and individuality.

FREITAG products are sold worldwide in four flagship stores—located in Zurich, Davos (Switzerland), Hamburg (Germany) and Cologne (Germany)—as well as in over 350 retail outlets. A large number of bags and accessories are bought online. International orders are fulfilled and shipped directly from Zurich where all bags are made; EU customers are served from the FREITAG Webshop in Hamburg (Germany). Since the company's customers want to receive the unique designer bags as soon as possible, the chosen logistics service provider has to offer fast delivery times. This makes quick and smooth customs clearance indispensable, as every package sent out of Switzerland must go through customs. Long waiting times due to complex customs procedures, mean that customers have to wait for their sought-after bags. Since FREITAG does not have its own distribution network in all destination countries, the company needs a logistics partner who can bundle several items destined for one country into a single shipment, which clears customs as a unit and is then separated and delivered as individual shipments at destination. In order to avoid routine inquiries regarding the delivery status of orders and to provide exceptional customer service, FREITAG wanted a transparent shipping process using visibility tools. Finally, FREITAG outlets require a reliable and constant supply of products to avoid out-of-stock situations.



“With World Ease®, we offer FREITAG the ideal export solution for their unique fashion goods ‘Made in Switzerland’. Grouping individual shipments into a single unit simplifies customs clearance and saves time, ensuring that customs procedures do not stand in the way of worldwide commerce”

For more information on UPS's wide range of services, visit www.ups.com or contact your UPS representative.

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The Solution

FREITAG and UPS have been working together for over six years. FREITAG chose the package delivery company for its reliable and quick service, as well as the professional appearance of UPS drivers and package cars.

The bag and accessory company ships its online orders using UPS Express Saver®, so that customers can enjoy their purchases as soon as possible. Thanks to its extensive delivery network, UPS offers delivery within Switzerland and the European Union by the next business day. For shipments to the USA and Canada, orders arrive during the second business day, and customers in Asia receive theirs by the end of the third day.

In addition, FREITAG also uses UPS Standard for shipments to its branded stores and certain retail partners in Europe, and UPS Expedited for shipments to Asia, Canada and the USA.

When a customer orders a bag online, the FREITAG logistics team prepares the package for shipment right away. The expanding company uses UPS's scheduled pick-up service: a UPS driver automatically collects shipments at a set time every day without FREITAG having to request a pick-up.

To simplify the complex customs clearance process and shorten delivery times, the World Ease® system is used. After being picked-up from a FREITAG production site, individual shipments destined for the same country are bundled at the UPS centre in Zurich and clear customs as a single unit. Once the shipment arrives in the destination country, UPS separates the orders and delivers them to the company's customers individually. FREITAG saves the cost of warehousing in each country, as shipments are delivered directly to the end user.

As soon as a bag is prepared for delivery and collected by UPS, customers are informed of the shipment status via the free software tool Quantum View® Notify, and they receive an email with their UPS package tracking number. With this handy system, the recipient can plan for the arrival of the package or change the delivery address (to an office or family member location) if he or she is unavailable at the scheduled delivery time. UPS Quantum View lets the end user and FREITAG know what the status of the shipment is, almost in real-time.

The Result

With UPS, the bag and accessory maker offers a simple and seamless service with short, defined delivery times to fashion-conscious customers and exclusive retail outlets around the world. With World Ease, FREITAG benefits from the bundled customs processing of shipments, enhancing delivery times. In addition, Freitag saves costs as there is no need to maintain warehouses in each of their destination countries. UPS's reliable service ensures that FREITAG shops avoid out-of-stock situations. The delivery status of any order is transparent thanks to the technology solution Quantum View Notify, resulting in a considerable reduction in enquiries from customers and less time spent on administration. Importantly, delivery times are short and meet the high expectations of young urban FREITAG customers, enhancing brand loyalty.

“With World Ease, we offer FREITAG the ideal export solution for their unique fashion goods ‘Made in Switzerland’. Grouping individual shipments into a single unit simplifies customs clearance and saves time, ensuring that customs procedures do not stand in the way of worldwide commerce,” explains Nando Cesarone, managing director, UPS Switzerland.

