

The eCommerce Seller's Guide

INTERNATIONAL SELLING & SHIPPING

*shipping
easy*



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THE INTERNATIONAL ECOMMERCE OPPORTUNITY

Does your eCommerce store serve international customers? If not, you may be missing out. While our research shows that only 3.4% of small- and medium-size business shipping volume is international, it also tells us that international markets hold enormous opportunity—especially if you carefully target customers in the right countries with products they can't get locally.

CONSIDER THESE STATS ON INTERNATIONAL ECOMMERCE:

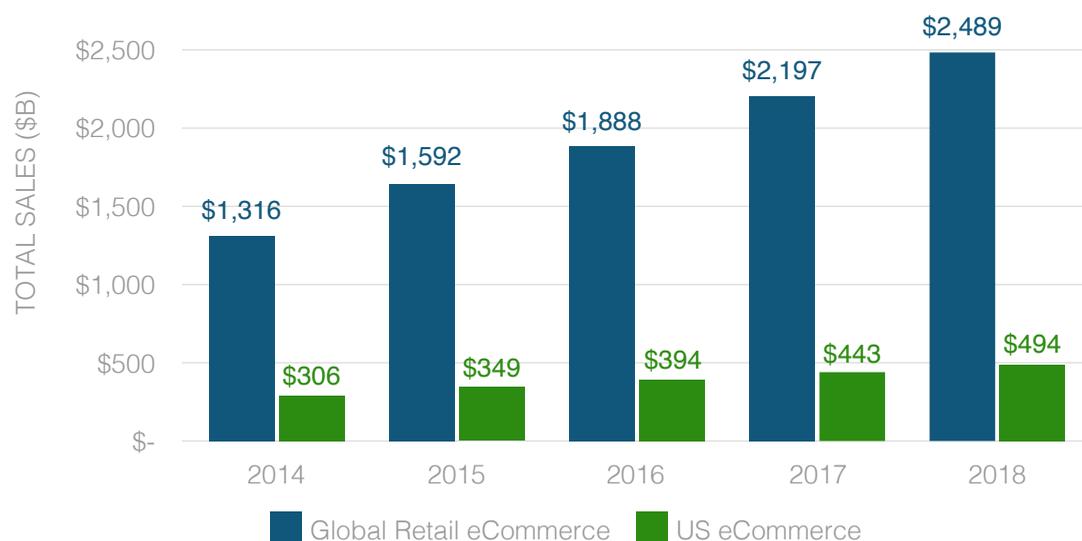
- The bulk of eCommerce demand comes from outside the US—and that's an increasing trend
 - According to eMarketer, the US eCommerce market represents only 22% of the global market and is growing much more slowly ⁽¹⁾ (see graph)
- Worldwide statistics underscoring the opportunity:
 - 82% of shoppers made at least one purchase from a foreign merchant in 2015
 - 35% of consumers currently shop on sites based outside of their home country, up from 26% in 2014
 - These customers spend on average \$300 per year on foreign items, and
 - **26% of them prefer to buy from US-based companies,**
 - driving US cross-border sales to more than \$294 billion in 2014, projected to reach \$414 billion by 2018 ⁽²⁾
- Consumers in every country are becoming more comfortable purchasing internationally, with cross-border online consumer purchasing increasing 28% a year projected to reach \$1 trillion by 2020 ⁽³⁾

(1) <http://www.emarketer.com/Article/Retail-Sales-Worldwide-Will-Top-22-Trillion-This-Year/1011765>

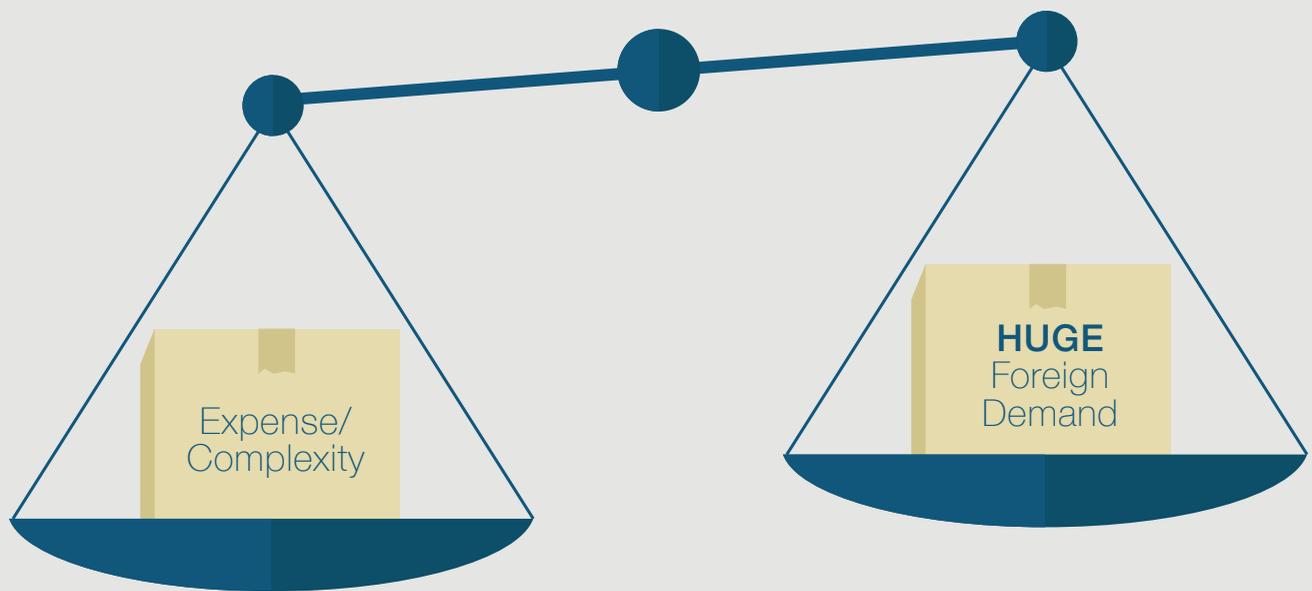
(2) <http://www.pfsweb.com/PDF/whitepapers/Online-Retail-Cross-Border-Sales-FINAL.pdf>

(3) <https://www.internetretailer.com/2015/06/16/almost-half-web-consumers-will-buy-across-borders-2020>

Global vs US eCommerce



SOURCE: <http://www.emarketer.com/Article/Retail-Sales-Worldwide-Will-Top-22-Trillion-This-Year/1011765>



CONSIDER THE UPSIDE

When we ask ShippingEasy users why they don't target this huge international opportunity, the most commonly-cited reasons are international shipping expense and complexity. But as with any business decision, we recommend looking at the potential upside before you're dissuaded by the downside.

When it comes to international shipping, rates are indeed higher; like domestic rates, all carriers raised international rates significantly for 2016. But consumers in foreign markets are also often willing to cover these costs—and potential added costs due to duties—to get products they can't find at home. In fact, 67% of global consumers who shop abroad are motivated by lower pricing than they can get at home. Source: <http://www.pfsweb.com/PDF/whitepapers/Online-Retail-Cross-Border-Sales-FINAL.pdf>

Another major motivator is product availability: consumers often look abroad for brands or products that just aren't sold by their local retailers—online or off. Their motivations can range from desire to own locally rare products to genuine needs that aren't met by the local markets. In either case, there's potential for you to fill the void—and possibly be free from competition if you target your foreign markets carefully.

As far as complexity goes, the international shipping process is more straightforward than many sellers realize, especially when you use a platform like ShippingEasy to help automate it.

🔍 Evaluate your product portfolio for international opportunities

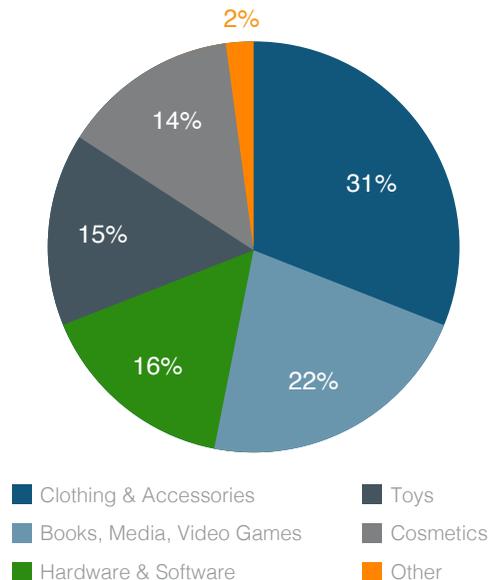
IS THIS SHIP LEGAL?

Every government has its own rules regarding products it will let into—or out of—the country. For example, you can't export certain weapons from the US; and Canada will not allow importation of e-Cigarettes.

So before you do anything else, check with US customs [HERE](#) to ensure the products you want to export are not subject to any restrictions.

Then, check on import restrictions imposed by potential target countries using this handy tool provided by UPS®. [CLICK HERE](#)

% of Products Purchased by Foreign Shoppers



SOURCE: <http://www.pfsweb.com/PDF/whitepapers/Online-Retail-Cross-Border-Sales-FINAL.pdf>

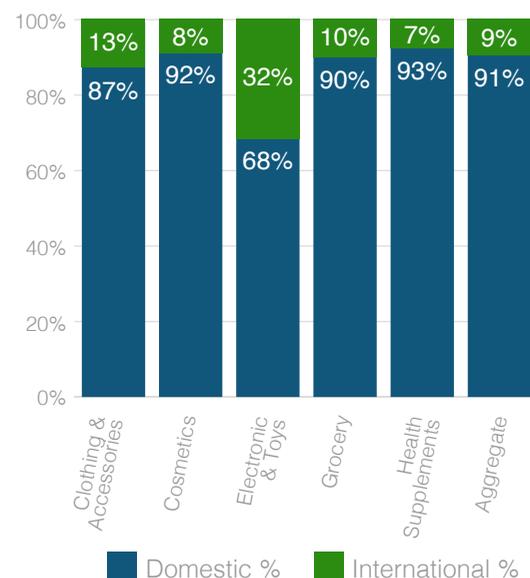
WHAT SHOULD I SELL INTERNATIONALLY?

Once you're sure it's legal, take a look at product demand.

You can start with product categories; the graphs provided here show how global shoppers split their purchases across major categories according to a PFSweb study, as well as the domestic vs international shipment breakdown for the top 20 global shipping SMB sellers who use ShippingEasy.

As you can see, Clothing and Accessories, Toys, Electronics (including Hardware and Software) and Cosmetics are consistently strong international performers.

International Shipping by Product Category



SOURCE: Analysis of ShippingEasy proprietary data

Determine countries to target

Though the US is an undisputed global leader in eCommerce; it's no longer the global leader.

According to eMarketer, last year eCommerce spending in China was 60% higher than in the US, and in 2017 it will be double. When looking at consumers' likelihood to spend online, there are at least 7 countries where online spending as a percent of total retail is higher than in the US. Source: <http://www.emarketer.com/Article/Retail-Sales-Worldwide-Will-Top-22-Trillion-This-Year/1011765>

While the cultural purchasing trends implied by these statistics provide good initial direction, ultimately you need to look at demand for specific products in specific countries.

TO DO THIS, WE RECOMMEND ASKING:

- How available is your product in your potential target countries?
- Can you find a wholesale importer?
- Are local eCommerce sites selling it? Remember, Google Translate™ is your friend.
- Are you getting inquiries from potential customers in foreign countries?
- Do you have a unique product that could be customized for a target country, e.g. silkscreened apparel?

Retail Ecommerce Sales as a Percent of Total Retail Sales in Select Countries, 2013-2018

	2013	2014	2015	2016	2017	2018
UK*	11.6%	13.0%	14.4%	15.6%	16.9%	18.0%
China**	8.3%	10.1%	12.0%	13.8%	15.5%	16.6%
Finland	9.2%	9.8%	10.4%	10.8%	11.2%	11.5%
Norway	8.8%	9.7%	10.7%	11.5%	12.1%	12.7%
South Korea	8.1%	9.0%	9.8%	10.5%	11.3%	12.0%
Denmark	7.7%	8.6%	9.3%	9.9%	10.4%	10.8%
Germany	6.1%	7.3%	8.4%	9.4%	10.4%	11.2%
US*	5.8%	6.5%	7.1%	7.7%	8.3%	8.9%
Canada	4.5%	5.2%	5.9%	6.6%	7.4%	8.2%
Japan	4.4%	4.9%	5.4%	5.8%	6.2%	6.7%
France	4.2%	4.6%	5.1%	5.4%	5.8%	6.2%
Netherlands	3.8%	4.3%	4.6%	4.9%	5.1%	5.3%
Australia	3.6%	4.1%	4.5%	4.9%	5.3%	5.6%
Spain	3.6%	4.1%	4.8%	5.4%	6.0%	6.5%
Brazil	3.4%	3.8%	4.1%	4.4%	4.6%	4.8%
Sweden	3.2%	3.5%	3.8%	4.1%	4.4%	4.6%
Russia	2.0%	2.2%	2.4%	2.6%	2.8%	3.0%
Italy	1.5%	1.7%	1.9%	2.1%	2.2%	2.3%
Argentina	1.3%	1.4%	1.6%	1.9%	2.2%	2.6%
Mexico	1.0%	1.2%	1.5%	1.9%	2.2%	2.6%
India	0.6%	0.7%	0.9%	1.1%	1.3%	1.4%
Indonesia	0.5%	0.6%	0.8%	1.0%	1.2%	1.4%

Top 10 Countries, Ranked by Retail Ecommerce Sales Worldwide, 2013-2018

\$ Billions and % change

	2013	2014	2015	2016	2017	2018
1. China*	\$315.75	\$426.26	\$562.66	\$714.58	\$871.79	\$1,011.28
Percent change	47.0%	35.0%	32.0%	27.0%	22.0%	16.0%
2. US**	\$264.28	\$305.65	\$349.06	\$394.43	\$442.55	\$493.89
Percent change	16.5%	15.7%	14.2%	13.0%	12.2%	11.6%
3. UK**	\$70.39	\$82.00	\$93.89	\$104.22	\$114.64	\$124.96
Percent change	17.0%	16.5%	14.5%	11.0%	10.0%	9.0%
4. Japan	\$62.13	\$70.83	\$79.33	\$88.06	\$96.87	\$106.07
Percent change	17.9%	14.0%	12.0%	11.0%	10.0%	9.5%
5. Germany	\$51.91	\$63.38	\$73.46	\$82.93	\$91.97	\$99.33
Percent change	21.7%	22.1%	15.9%	12.9%	10.9%	8.0%
6. France	\$34.21	\$38.36	\$42.62	\$46.13	\$49.71	\$53.26
Percent change	13.2%	12.1%	11.1%	8.2%	7.8%	7.1%
7. S. Korea	\$29.30	\$33.11	\$36.76	\$40.43	\$44.07	\$47.82
Percent change	12.6%	13.0%	11.0%	10.0%	9.0%	8.5%
8. Canada	\$20.98	\$24.63	\$28.77	\$33.05	\$37.61	\$42.67
Percent change	17.7%	17.4%	16.8%	14.9%	13.8%	13.5%
9. Russia	\$15.06	\$17.47	\$20.30	\$23.40	\$26.88	\$30.91
Percent change	27.4%	16.0%	16.2%	15.3%	14.9%	15.0%
10. Brazil	\$13.34	\$16.28	\$18.80	\$21.34	\$23.79	\$26.17
Percent change	28.0%	22.0%	15.5%	13.5%	11.5%	10.0%

Note: Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; *forecast from Sep 2014; **excludes Hong Kong. Source eMarketer, Dec 2014

PROPENSITY TO PURCHASE ONLINE AND DEMAND FOR YOUR PRODUCTS ARE TABLE STAKES.

Then, it's likely you'll find some countries to remove from your shortlist based on their risk factors and payment practices:

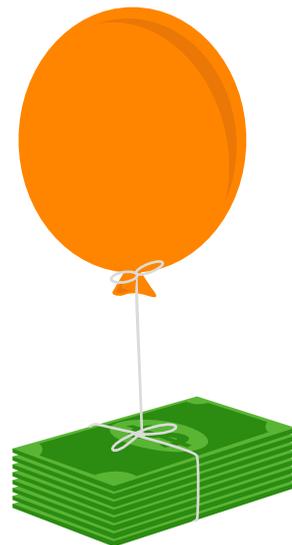


RISK

Countries vary in their average levels of online payment fraud and their success rates at delivering mail to its intended recipients, so be sure you're comfortable with the risks associated with your target countries. For a good general report on global ecommerce fraud read [HERE](#)

PAYMENT PRACTICES

Credit card usage is far from ubiquitous; in some countries, buyers prefer Cash on Delivery (COD) or other alternate payment methods which are much more challenging for an international shipper to deal with. This article [HERE](#) provides a comprehensive breakdown of the various payment types used by eCommerce shoppers on a country-by-country basis.



WHAT DO THOSE COUNTRIES REQUIRE?

You may also want to reconsider some countries based on the requirements they impose on your website:



LOCALIZATION REQUIREMENTS

While Google Translate™ is great, in order to reach the full potential market in many foreign countries you will want to consider content in the local language; there may be cultural considerations regarding the way content is presented as well. This can impose a huge incremental expense in terms of both set up and ongoing maintenance.

- For example: product pages must be changed across all languages when a product changes.

LEGAL REQUIREMENTS

Countries have widely varying laws regarding online information privacy and related disclosure/consent requirements.

- Be sure to understand these requirements and your ability to absorb the cost of compliance when evaluating target countries.
- Export.Gov's foreign market intelligence tool, available [HERE](#), is a good place to start researching legal requirements—and also contains a wealth of other information on doing business in foreign countries.

HOW MUCH IS IT GOING TO COST?

We saved costs as the last criteria to discuss because, while they may be high, if you pick the right countries and products, your target customers may be happy to pay them for you.



HERE ARE THE COSTS YOU NEED TO CONSIDER:

- **Customs duties, taxes, and fees:** You will have to pay some combination of duties, taxes, and fees which are based on a number of factors for most international shipments:

- **Duties:** Also called tariffs, customs duties are imposed by most countries on most items entering the country.
- They vary widely not only by country, but by where the shipment originated, what it contains, its intended use, and its value. Be sure to understand the relevant duties for the countries you are evaluating as targets.
- **Taxes:** Many countries charge a Value Added Tax (VAT) or a General Sales Tax (GST)—in addition to customs duties—that can depend on all the same variables applied under a separate set of rules. Be sure to understand how these taxes apply to your products.
- **Fees:** Some countries apply separate fees to cover the costs of moving your product through the customs clearance process. The USPS® and all carriers also independently impose their own flat-rate fees—which vary country by country—for facilitating the process.
- For help determining these charges, [CLICK HERE](#).

- **Shipping costs:** There's no escaping the fact that international shipping costs are high, especially for heavier items and quicker/more trackable delivery methods. However, as with duties, taxes, and fees, customers may be quite happy to pay them in order to get your product. In the “Optimizing costs” section we provide some select comparisons of various carriers’ costs.

CANADA, UK, AND AUSTRALIA: THE ECOMMERCE SMB'S FRIENDS

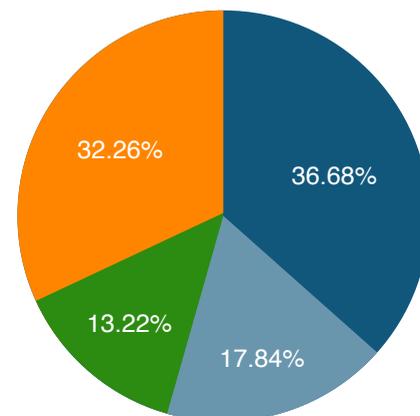
Based on an analysis of ShippingEasy clients, Canada, the United Kingdom, and Australia are far and away the most common international destinations for eCommerce SMBs.

LOCALIZATION REQUIREMENTS

This is no doubt because these countries do well on our **destination targeting criteria**:

- They have few import restrictions.
- Their consumers are very comfortable shopping online.
- In each country credit card penetration is high ⁽¹⁾ and credit cards are used for nearly all online payments⁽²⁾.
- Risk levels are similar to the US, both in terms of levels of online fraud and reliability of postal services.
- Customs duties, taxes, and fees are relatively low⁽³⁾:
 - Australia charges 0-10% duty and 0-10% GST, but shipments of FOB* less than AU\$1000 are exempt.
 - *FOB: (Freight On Board): The value of the product being shipped
 - The UK charges 0-17% duty and 0-20% VAT, but shipment FOB values below £135 are exempt from duty and below £15 are exempt from VAT.
 - For US-based sellers shipping to Canada, most items are exempt from import duties under NAFTA.
 - Sales-related taxes apply to items of greater than CAD\$20 FOB and can range from 5% to 15% depending on the province.

% of International Orders



■ Canada
■ United Kingdom
■ Australia
■ Rest of World

SOURCE: Proprietary ShippingEasy data and analysis

(1) <http://paymantix.com/en/world-online-payment-methods-survey/>

(2) http://trade.gov/MAS/pdf/Credit_Card_Markets.pdf

(3) <http://www.dutycalculator.com/country-guides/>

🎯 Determine countries to target



These countries also do well on our requirements and cost criteria:

- **Localization:** Canada, the UK, and Australia require virtually no extra work from a language and culture perspective.
- **Shipping costs:** Shipping to all three countries can be surprisingly economical for small packages sent via USPS First-Class Package International Service® (refer to the “Optimizing costs” section).
 - While shipping to Canada is significantly less expensive than to the other two countries, all USPS® pricing for smaller packages to the UK and Australia is surprisingly similar; in some cases, Australia is even cheaper than the UK.
- **Legal requirements:** It’s always wise to have a clear policy about use of personal information and cookie collection that allows visitors to opt out.

For these countries specifically:

- Canada has similar privacy and spam laws to the US. You can learn more about specifics [HERE](#)
- The UK has more stringent policies, which you should follow to be safe. Learn more [HERE](#) and [HERE](#)
- Australia’s policies are less stringent, especially for small businesses. Learn more [HERE](#) and [HERE](#)

GETTING FROM POINT A TO POINT B

Getting your package to an international destination requires some decision-making and some extra work.

The route you select for sending your package will determine the extra work; here are your options:





Understand different international shipping models

GETTING FROM POINT A TO POINT B: via USPS

As with domestic shipping, USPS® tends to be the lowest-cost option. USPS® also tends to have longer delivery times and fewer/less powerful tracking options. When you go this route, the USPS® will deliver your package to the customs office in the foreign country destination. From there (assuming everything is in order) the local postal service will deliver the package. The local post office's takeover will influence your ability to track the package and confirm its delivery to its final destination.



Here are other factors to understand when using USPS®:

- **Insurance:** USPS® has built-in insurance for Priority Mail Express International® and Priority Mail International® shipments (with the exceptions of Priority Mail International Flat Rate® Envelopes and Small Priority Mail Flat Rate® Priced Boxes).

- Priority Mail International® shipments are insured against loss, damage or missing contents up to \$200 at no additional charge.
- Priority Mail International® shipments containing non-negotiable documents are insured against loss, damage or missing contents up to \$100 for document reconstruction at no additional charge.
- Priority Mail Express International® includes insurance for document reconstruction up to \$100 and for merchandise up to \$200 against loss, damage or missing contents.

- **Forms:** USPS® uses short and long customs forms for international shipments.

- The names of these forms are 2976, 2976-A, and 2976-B; which form you need to use depends on the weight, mail class, and other attributes of the package you are shipping.
- Like UPS® and FedEx® forms, they contain the required information for getting your shipment through customs in the receiving country.

- **Payment of taxes:** USPS® makes the recipient responsible for customs duties and taxes. Refer [HERE](#) for more information.

- **Other:** USPS® ISC (International Service Centers) are located in New York, Miami, Chicago, Los Angeles, and San Francisco.

- When shipping internationally with USPS®, your package will depart the US from one of these hubs.
- Some services provide tracking only until the package leaves the US.
- Here are services that track all the way through to delivery: [CLICK HERE](#)

GETTING FROM POINT A TO POINT B: via PRIVATE CARRIERS

When you use a private carrier such as UPS® or FedEx®, the carrier takes responsibility for moving the package all the way to the door of its final destination, typically providing more robust traceability—and typically at a higher cost.

FedEx®/UPS® international shipping services include \$100 of built-in insurance. Any additional insurance you require for your shipment must be purchased. While FedEx® and UPS® offer insurance options for orders, you may also use a third-party solution if you prefer.

When selecting insurance for a shipment going to a specific country other than the US, make sure the insurance provider will accept a claim for shipments going to that specific country. If something happens to your order and the insurance provider doesn't cover that specific country, they will likely deny your claim.



- **UPS®:**

- **Forms:** UPS® uses its Commercial Invoice to function as its customs form. It contains all the information required to get your shipment through customs in the receiving country. You can view the form directly [HERE](#).
- **Payment of taxes:** In most cases, duties, taxes, and even shipping charges can be billed to the shipper, receiver or a third party. See [HERE](#) for more information.

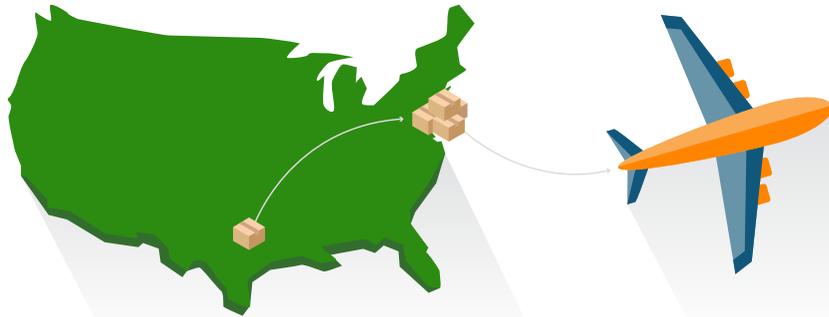
- **FedEx®:**

- **Forms:** The most important document for shipping internationally with FedEx® is their Commercial Invoice. It functions very similar to a USPS® Customs Form. While there are other forms required for shipping internationally through FedEx®, the Commercial Invoice is the most important. For more information see [HERE](#)
- **Payment of taxes:** FedEx® gives you the option to bill the customs duties to the sender or the recipient if they have a valid 5-digit US zip code connected to their account. International accounts cannot be billed. Refer to [FedEx.com](#) for more information.



GETTING FROM POINT A TO POINT B: via CONSOLIDATORS

Shipping consolidators partner with carriers to aggregate volume for those carriers across the small- and mid-sized business market. The Consolidators offload a significant portion of the parcel acquisition and sorting requirements usually undertaken by the carriers themselves. By doing so, they're able to access shipping products from the big carriers that are unavailable to all but the largest of clients.



Here's how consolidators handle various aspects of the international shipping process:

- **Forms:** As a function of your shipping platform, the Consolidator label should integrate the required customs forms based on the specific service type being purchased from the Consolidator.
- **Payment of taxes:** Some Consolidators offer programs that will allow you to charge the customer up front for duties and/or taxes.
 - Such “Delivered Duty Paid” shipping products speed delivery of the package and prevent the buyer from having to pay the carrier to complete delivery.
 - When using “Delivered Duty Unpaid,” the buyer will be required to pay any duties and taxes due in order to receive the package.
 - This may prevent delivery until the buyer is home to receive the product or is able to pick up the package and pay the duties and taxes at the local post office.
- **Cost:** Consolidator pricing is based on speed of delivery and destination country.
 - Consolidators typically do not charge you to become a customer, but typically have minimum volume requirements
 - In fact, they might offer prices lower than you can access from a carrier direct.
 - Because they consolidate volume and share the carrier's work, the Consolidator typically negotiates better rates – and passes part of the rate discounts on to the shipper.
- **Other Issues:** Consolidator tracking can cause problems.
 - When using a Consolidator, tracking results are not always available on the primary carrier's website (USPS®, UPS®, FedEx®) because the Consolidator issues its own proprietary tracking code, directing users to their own proprietary tracking sites.
 - The shipper, then, must make sure to provide correct tracking information based on the Consolidator.



GETTING FROM POINT A TO POINT B: OTHER THINGS TO KNOW

The Harmonized System (HS) is a way of classifying products that was developed by the World Customs Organization. Virtually every product has an HS code and virtually every country determines import duties based on these codes. To ship your products internationally you must know their HS codes.

Learn more [HERE](#) and look up codes [HERE](#)

Other potential documentation needed (regardless of route):

- **Certificate of Origin and NAFTA Certificate of Origin:** The most important document other than a customs form or commercial invoice is the certificate of origin, which is required by some countries.

- For more information visit [HERE](#) and [HERE](#)

- **Other forms and documentation:** Your specific destination country may require additional documents to accompany international shipments. Be sure to keep up-to-date on the rules for the specific countries you ship to.

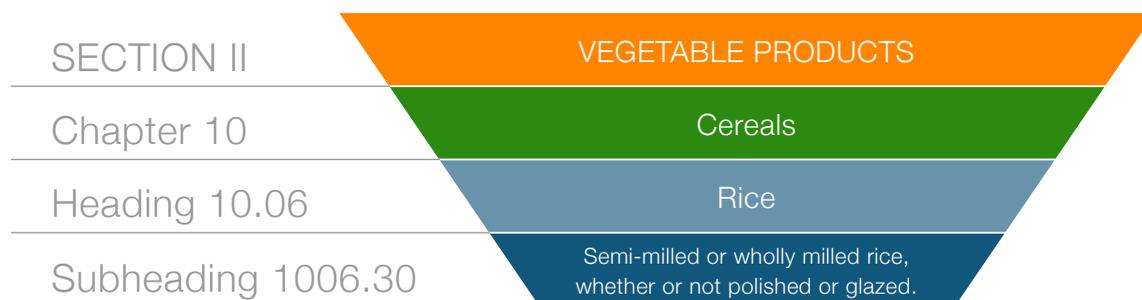
Where to put the documentation:

- All carriers provide clear plastic pouches you can use to affix your documentation to your shipment.

- USPS® has free Customs Form envelopes that can be delivered to you from their site. Learn more [HERE](#)

- FedEx® and UPS® have similar offerings.

The Harmonized System at Work



The HS code consists of 6-digits. The first two digits designate the HS Chapter. The second two digits designate the HS heading. The third two digits designate the HS subheading. HS code 1006.30, for example indicates Chapter 10 (Cereals), Heading 06 (Rice), and Subheading 30 (Semi-milled or wholly milled rice, whether or not polished or glazed). SOURCE: *Wikipedia*



Getting your operations in order

- 1 Prepare your selling platform.
- 2 Prepare your shipping platform.
- 3 Prepare your packing operations.
- 4 Get ready to go live.

SELLING PLATFORM CHECKLIST

Once you've determined which products you're going to sell in which countries and by which route, it's time to ensure your operations can execute. To do this you need to:

- ✓ Local messaging
- ✓ Local language
- ✓ Local legal
- ✓ Local currency
- ✓ Support add'l fees
- ✓ Fraud detection
- ✓ Returns processing

Ensure your selling platform supports your international selling requirements.

Here's a checklist of features it should have:

- **Support for clear messaging** targeted at international customers and a confirmation mechanism so they can indicate they understand that they are purchasing on a US-based site and that their order will be shipped from the US
- **Local language support** if needed
- **Local legal compliance**; e.g., cookie acceptance notifications for markets, where required, if cookies are used; country-specific privacy and T&C notices, if required
- **Product price computation in local currency**
- The ability to include **international-related expenses in the order total**, or the ability to make the customer aware that they will be billed for these expenses separately; such expenses may include:
 - Shipping/handling costs
 - Duties and country-local taxes
 - Customs fees
- **Fraud detection**: The ability of your selling platform to flag international orders for you to manually review may be helpful if you are targeting countries where fraud is prevalent.
- **Returns processing**: You'll likely want to customize the rules and process for international returns, so be sure your selling platform allows this.

SHIPPING PLATFORM CHECKLIST

You will also want to ensure your shipping platform supports your international shipping requirements.

- ✓ *Generate customs docs*
- ✓ *Auto-populate forms*
- ✓ *Integrate carriers | rates*
- ✓ *Shipping cost calc*

Your shipping platform should offer support for:

- **Generating required shipping labels and customs documents** for each carrier.
- **Automatically populating customs form details** including content type, country of manufacture, harmonized code, description, signature, and ship date. The platform should allow you to override these details on a per-order basis in case something changes last minute.
- **Managing your products through a Product Catalog** in order to set the declared value, harmonized code, and country of manufacture for any product you intend to sell internationally.
- **Integrating to your carriers and rates** which flags weights and dimensions that do not meet the carrier restrictions on a country-by-country basis.
- **Automatic calculation of the postage cost** based on the weight, carrier service, package dimensions, and destination of the order.
- **Additional insurance coverage** to protect your orders to the full value of any potential loss.
- **Analytics and reporting** to isolate international trends, margins and country-specific sales.



PACKING CONSIDERATIONS

Packing international shipments is a lot like packing domestic shipments—except some of the parameters are different. We recommend confirming specific regulations of the countries you’re going to ship to, as maximum weight and box sizes will vary by country.

For more information see these guides | **USPS** - <http://bit.ly/USPSGuide> **FedEx** - <http://bit.ly/FedExGuide> **UPS** - <http://bit.ly/UPSGuide>

- ✓ *Customs forms in box*
- ✓ *Optimize size & weight*
- ✓ *Cushioning as req'd*

Some specific points to be sure to address:

- Regardless of carriers, all copies of the customs form must be included with the box or filed electronically if allowed by your carrier.
 - Make sure to use the clear envelope on the box and slide the customs forms inside—do not stick all copies directly to the box.
- The business case for optimizing package size and weight is different for international shipments due to the much higher costs.
 - It may be worth the additional materials and labor costs to consider better-fitting boxes and lighter packing materials;
 - the amount of savings on shipping costs may even be worth reducing product packaging or splitting one shipment into two.
- It's safe to assume a generally bumpier trip for international packages, so don't skimp on cushioning, and consider packaging moisture-sensitive products in a sealed plastic bag inside the main package.

GO-LIVE CHECKLIST

- ✓ *Packing materials*
- ✓ *Forms*
- ✓ *Carrier run-through*
- ✓ *Staff training*
- ✓ *Test - end to end*

Before going live:

- Ensure you have all the required packing materials and forms on hand.
- Do a final run-through with your carrier representative(s) to be sure you are complying with their requirements.
- Ensure your customer support staff is trained on how to support international customers, especially when it comes to returns.
- Place a test international order to be sure that everything has been accounted for before you flip the switch for your customers. (You don't have to ship it, but it doesn't hurt).

SELECTING A CARRIER

All carriers have raised their international rates for 2016—just as they raised their domestic rates.

In summary:

- **USPS:**

- Raised Priority Mail International Canada: 12% average increase (CBP).
- Raised Priority Mail International Canada: 20% average increase (CPP).
- Raised Priority Mail Express International: 16% average increase (CBP).
- Raised Priority Mail Express International: 35% average increase (CPP).
- Eliminated Priority Mail Express International Flat Rate Box.
- Raised First Class Package International: 28% increase (CBP).
- Raised First Class Package International: 38% increase (CPP).
- Merged First Class Package International Commercial Base (CBP) and Commercial Plus Pricing (CPP).
- Eliminated fee on Priority Mail International and Priority Mail Express International insurance for shipment values up to \$200.
- Insurance rates above \$200 remain unchanged.

- **UPS** Air and International services and accessories will increase an average net 5.2%.

- **FedEx** will increase U.S. export shipping rates by an average of 4.9%; international surcharges will increase in line with most domestic surcharges

In this section we'll compare carrier rates for a selection of services and weight classes for shipments to our SMBs' favorite international destinations: Canada, the UK, and Australia.





Optimizing International Shipping Costs

SELECTING A CARRIER: Service Options

As with domestic shipping, there's no shortage of options when it comes to selecting a carrier and service to ship packages internationally.

Carrier	Service	Timing	Tracking	Max weight	Included Insurance	Surcharges	Countries Served
	International First	1-3	Yes	150 lbs	No	Residential: \$3.65; Fuel: 3.25%	20
	International Priority	1-3	Yes	150 lbs	No	Residential: \$3.65; Fuel: 3.25%	220
	Worldwide Express Plus	1-3	Yes	150+ lbs	No	Residential: \$3.65; Fuel: 3.5%	25
	Worldwide Express	1-3	Yes	150+ lbs	No	Residential: \$3.65; Fuel: 3.5%	65
	Worldwide Saver	1-3	Yes	150+ lbs	No	Residential: \$3.65; Fuel: 3.5%	220
	International Economy	2-5	Yes	150 lbs	No	Residential: \$3.65; Fuel: 3.25%	215
	Worldwide Expedited	3-5	Yes	150+ lbs	No	Residential: \$3.65; Fuel: 3.5%	220
	Priority Mail Express International	3-5	Limited destinations	70 lbs*	\$100	Subject to destination local postal service	180
	Ground (to Canada)	2-7	Yes	150 lbs	No	Potential Tariffs (but not on Residential)	1
	Standard (Canada)	2-7	Yes	150+ lbs	No	Residential: \$3.65; Fuel: 3.5%	1
	Standard (Mexico)	4-8	Yes	150+ lbs	No	Residential: \$3.65; Fuel: 3.5%	1
	Priority Mail International	6-10	Yes except for small flat rate box or flat rate envelopes	70 lbs*	\$200	Subject to destination local postal service	180
	Priority Mail International (Canada)	6-10	Limited destinations	70 lbs*	\$200	Subject to destination local postal service	1
	First Class Package International Service	7-21	Limited destinations	4 lbs.	No	Subject to destination local postal service	180

* The USPS maximum weight for deliveries to Canada, Australia, and the United Kingdom is 66 lbs



SELECTING A CARRIER: Service Options

As you can see from the chart on the previous page, some factors can make your decision for you.

Namely:

- If you need to be confident your package will arrive in 3 or fewer days...
- If your package weighs more than 66 lbs...
- If you require a delivery guarantee...

You'll need to use UPS or FedEx.

“ FOR VIRTUALLY ANY OTHER CIRCUMSTANCE, HOWEVER, USPS IS GOING TO BE YOUR MOST COST-EFFECTIVE OPTION BY FAR. ”

To illustrate this, in the remainder of this section we'll provide price comparisons between the three carriers, focusing on packages under 20 lbs being shipped to Canada, the UK, and Australia. Keep in mind that you may also have to pay import duties and other taxes depending on several factors, as previously discussed.



Optimizing International Shipping Costs

SELECTING A CARRIER:

5 day+ options to Australia, Canada, and the UK

If your timing needs are less urgent, using the US Postal Service will save you money. Priority Mail International shipments offer reasonable 6-10 day delivery timeframes and trackability. For an even more economical option for packages up to 4 lbs, use USPS First Class International, which can take 7-21 days and offers tracking to select locations.

	 AUSTRALIA		 CANADA			 UK	
Weight Not Over (Lbs)	 First Class International	 Priority Mail International ⁽¹⁾	 First Class International	 Priority Mail International Lowest ⁽¹⁾⁽²⁾	 Priority Mail International Highest ⁽¹⁾⁽²⁾	 First Class International	 Priority Mail International ⁽¹⁾
0.5	\$13.06	\$44.18	\$9.03	\$30.16	\$36.58	\$12.83	\$46.08
1	\$21.61	\$44.18	\$14.73	\$30.16	\$36.58	\$21.38	\$46.08
2	\$21.61	\$48.50	\$14.73	\$32.59	\$39.47	\$21.38	\$50.11
3	\$32.06	\$52.82	\$23.28	\$35.01	\$42.37	\$32.78	\$54.15
4	\$48.21	\$57.14	\$34.68	\$37.43	\$45.27	\$47.03	\$58.19
5	-	\$61.47	-	\$39.85	\$48.17	-	\$62.23
6	-	\$66.17	-	\$42.28	\$51.06	-	\$65.41
7	-	\$70.87	-	\$44.70	\$53.96	-	\$68.59
8	-	\$75.57	-	\$47.12	\$56.86	-	\$71.77
9	-	\$80.28	-	\$49.54	\$59.76	-	\$74.96
10	-	\$84.98	-	\$51.97	\$62.65	-	\$78.14
11	-	\$89.59	-	\$54.29	\$65.55	-	\$81.04
12	-	\$94.19	-	\$56.62	\$68.73	-	\$83.93
13	-	\$98.80	-	\$58.95	\$71.92	-	\$86.83
14	-	\$103.41	-	\$61.28	\$75.10	-	\$89.73
15	-	\$108.02	-	\$63.60	\$78.28	-	\$92.63
16	-	\$112.62	-	\$65.93	\$81.46	-	\$95.52
17	-	\$117.23	-	\$68.26	\$84.64	-	\$98.42
18	-	\$121.84	-	\$70.59	\$87.83	-	\$101.32
19	-	\$126.45	-	\$72.91	\$91.01	-	\$104.22
20	-	\$131.05	-	\$75.24	\$94.19	-	\$107.11

(1) PMI offers many flat-rate box options. Visit <https://www.usps.com/international/priority-mail-international.htm> to learn more.

(2) Cost varies by Price Group; showing the minimum and maximum. For more information visit <https://www.usps.com/international/priority-mail-international.htm>

SELECTING A CARRIER: 2-7 day options to Australia

Looking at expedited options to Australia, USPS dominates all the package weights we analyzed with its 3-5 day, trackable Priority Mail Express International service. UPS and FedEx range from nearly double to nearly triple the cost for their similar services on this route. It's worth noting that FedEx and UPS do accept packages up to 150 lbs, whereas the USPS limit is 66 lbs.

Weight Not Over (Lbs)	 PMEI	 Worldwide Expedited West ⁽¹⁾	 Worldwide Expedited East ⁽¹⁾	 International Economy ⁽²⁾
0.5	\$59.80	\$104.53	\$100.22	\$100.95
1	\$62.46	\$104.53	\$100.22	\$100.95
2	\$68.21	\$133.36	\$121.81	\$121.97
3	\$73.96	\$151.14	\$137.61	\$135.99
4	\$79.71	\$183.03	\$152.38	\$149.52
5	\$85.45	\$209.05	\$172.44	\$171.21
6	\$91.39	\$239.77	\$186.77	\$184.52
7	\$97.33	\$251.00	\$202.74	\$202.64
8	\$103.27	\$282.37	\$214.04	\$218.36
9	\$109.20	\$323.11	\$227.30	\$232.96
10	\$115.14	\$324.76	\$235.83	\$235.52
11	\$121.08	\$336.73	\$237.22	\$235.96
12	\$127.02	\$348.93	\$237.70	\$240.16
13	\$132.95	\$386.40	\$292.02	\$297.71
14	\$138.89	\$418.18	\$307.39	\$305.39
15	\$144.83	\$433.81	\$324.61	\$318.24
16	\$150.77	\$434.91	\$338.20	\$338.57
17	\$156.70	\$440.30	\$350.64	\$346.65
18	\$162.64	\$474.55	\$357.38	\$349.37
19	\$168.58	\$514.09	\$369.45	\$368.63
20	\$174.52	\$517.48	\$370.10	\$375.05

(1) Includes residential surcharge of \$3.65 and fuel surcharge of 3.25%; East vs. West depends on package point of origin in US.

(2) Includes residential surcharge of \$3.65 and fuel surcharge of 3.5%. These fuel surcharges are valid as of April 2016.

(3) *PMEI also offers flat rate envelopes for shipments up to 4 lbs, which may be more economical than the options shown here; visit <https://www.usps.com/international/priority-mail-express-international.htm>.



Optimizing International Shipping Costs

SELECTING A CARRIER: 2-7 day options to Canada

Looking at expedited options to Canada, UPS and FedEx become more competitive with USPS. Priority Mail International provides a tighter delivery window (6-10 days) and insures shipments up to \$100 for no additional cost, but costs more than UPS and FedEx ground services, which offer 2-7 day delivery timeframes. FedEx and UPS do accept packages up to 150 lbs, whereas the USPS limit is 66 lbs.

Weight Not Over (Lbs)			 ⁽¹⁾		 ⁽²⁾		
	USPS PMI Lowest	USPS PMI Highest	Canada Ground Lowest	Canada Ground Highest	Canada Ground Lowest	Canada Ground Highest	International Economy
0.5	\$30.16	\$36.58	\$22.42	\$34.75	\$22.55	\$33.21	\$76.65
1	\$30.16	\$36.58	\$22.42	\$34.75	\$22.55	\$33.21	\$76.65
2	\$32.59	\$39.47	\$23.99	\$36.35	\$24.09	\$34.75	\$84.04
3	\$35.01	\$42.37	\$24.64	\$37.86	\$24.73	\$36.24	\$86.72
4	\$37.43	\$45.27	\$26.15	\$39.13	\$26.22	\$37.68	\$91.89
5	\$39.85	\$48.17	\$27.55	\$40.45	\$27.59	\$38.42	\$104.44
6	\$42.28	\$51.06	\$28.78	\$42.27	\$28.80	\$40.14	\$108.03
7	\$44.70	\$53.96	\$29.94	\$43.10	\$29.95	\$40.72	\$112.12
8	\$47.12	\$56.86	\$31.17	\$44.70	\$31.15	\$42.04	\$118.15
9	\$49.54	\$59.76	\$32.32	\$45.96	\$32.29	\$42.54	\$119.48
10	\$51.97	\$62.65	\$33.54	\$47.37	\$33.49	\$43.81	\$122.91
11	\$54.29	\$65.55	\$34.18	\$49.17	\$34.12	\$45.35	\$126.72
12	\$56.62	\$68.73	\$35.23	\$50.54	\$35.15	\$46.50	\$127.20
13	\$58.95	\$71.92	\$36.52	\$52.59	\$36.42	\$47.88	\$136.51
14	\$61.28	\$75.10	\$36.91	\$53.77	\$36.80	\$48.13	\$141.05
15	\$63.60	\$78.28	\$37.94	\$54.50	\$37.81	\$49.53	\$145.59
16	\$65.93	\$81.46	\$39.09	\$56.71	\$38.94	\$51.11	\$152.23
17	\$68.26	\$84.64	\$40.05	\$58.29	\$39.89	\$52.45	\$153.39
18	\$70.59	\$87.83	\$41.37	\$59.80	\$41.18	\$53.91	\$157.32
19	\$72.91	\$91.01	\$42.56	\$61.50	\$42.36	\$55.38	\$161.22
20	\$75.24	\$94.19	\$43.53	\$63.03	\$43.31	\$56.77	\$165.14

(1) Includes residential surcharge of \$3.65 and fuel surcharge of 3.25%.

(2) Includes residential surcharge of \$3.65 and fuel surcharge of 3.5%. These fuel surcharges are valid as of April 2016

SELECTING A CARRIER: 3-5 day options to the UK

Looking at expedited options to the UK, USPS is the winner again in all the package weights we analyzed with its 3-5 day, trackable Priority Mail Express International service. It's again worth noting that FedEx and UPS do accept packages up to 150 lbs, whereas the USPS limit is 66 lbs.

Weight Not Over (Lbs)	 PMEI	 Worldwide Expedited West ⁽¹⁾	 Worldwide Expedited East ⁽¹⁾	 International Economy ⁽²⁾
0.5	\$57.71	\$92.52	\$95.85	\$89.96
1	\$59.38	\$92.52	\$95.85	\$89.96
2	\$63.41	\$105.35	\$113.17	\$106.39
3	\$67.45	\$120.75	\$129.50	\$120.71
4	\$71.49	\$139.10	\$144.06	\$134.83
5	\$75.53	\$160.57	\$166.98	\$156.65
6	\$78.52	\$169.63	\$182.33	\$170.98
7	\$81.51	\$180.14	\$198.05	\$181.60
8	\$84.50	\$189.64	\$213.01	\$184.11
9	\$87.50	\$192.31	\$228.77	\$189.14
10	\$90.49	\$193.07	\$230.50	\$190.13
11	\$93.48	\$197.77	\$233.63	\$199.75
12	\$96.47	\$198.70	\$233.79	\$201.91
13	\$99.47	\$223.53	\$255.23	\$217.42
14	\$102.46	\$234.29	\$298.29	\$226.04
15	\$105.45	\$238.96	\$310.59	\$227.86
16	\$108.44	\$261.55	\$330.98	\$258.90
17	\$111.44	\$262.76	\$336.31	\$262.71
18	\$114.43	\$263.24	\$347.51	\$263.11
19	\$117.42	\$264.14	\$357.79	\$263.95
20	\$120.41	\$264.29	\$358.71	\$264.35

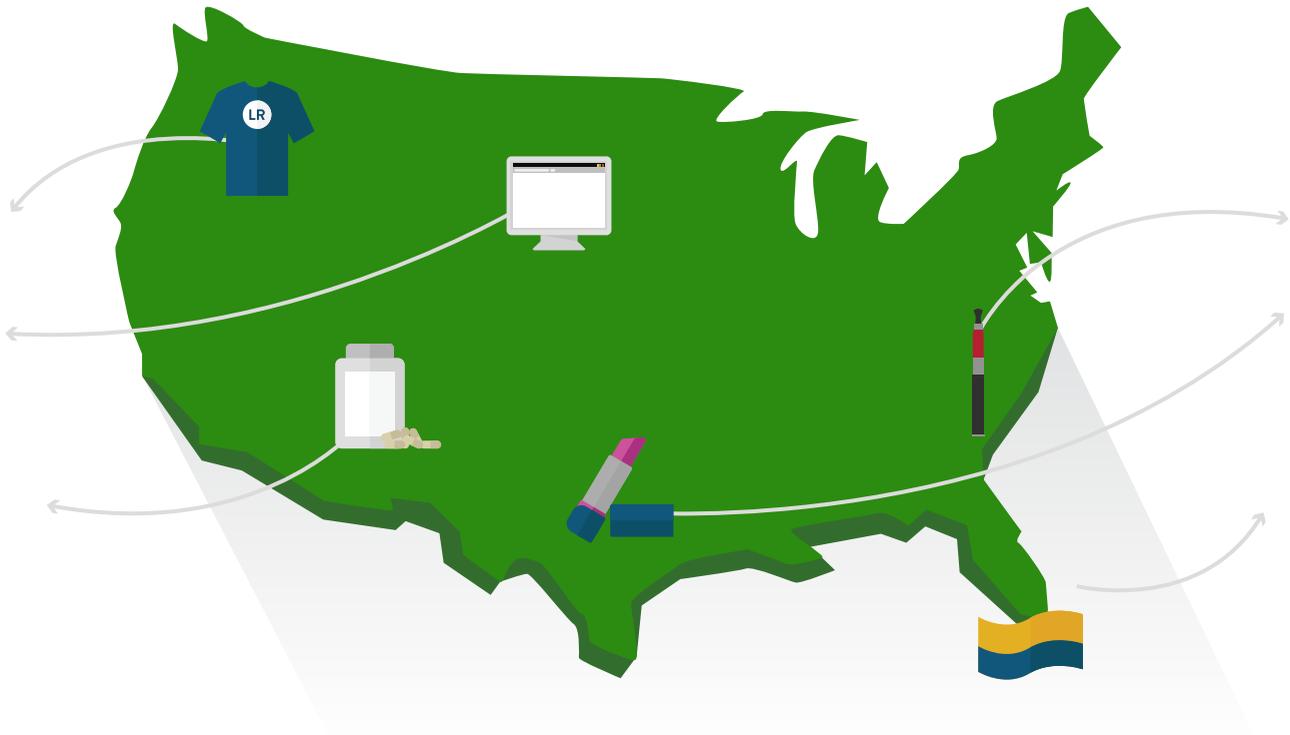
(1) Includes residential surcharge of \$3.65 and fuel surcharge of 3.25%.

(2) Includes residential surcharge of \$3.65 and fuel surcharge of 3.5%.

These fuel surcharges are valid as of April 2016

(3) *PMEI also offers flat rate envelopes for shipments up to 4 lbs, which may be more economical than the options shown here; visit <https://www.usps.com/international/priority-mail-express-international.htm>.

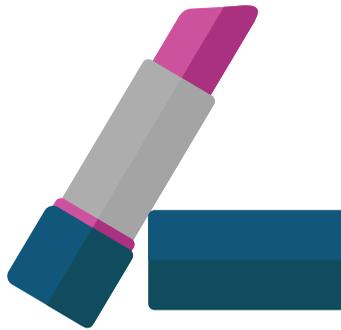
CASE STUDIES



ShippingEasy has more than 3,000 SMB clients who ship internationally. In this section we present a handful of shipping scenarios pulled (anonymously) from our proprietary data on how these clients ship, to give you concrete examples of how businesses that may be similar to yours are cost-effectively using international shipments to fulfill their business goals.

We have focused these examples on the three SMB “best friend” countries—Canada, the UK, and Australia—but have included some others as well to provide a broader perspective.

CASE STUDY 1



Cosmetics retailer

CATEGORY:

Cosmetics

COUNTRIES SHIPPED TO:

Canada, UK, Australia, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

20,000+

% OF TOTAL VOLUME:

13%

WHY THEY SHIP INTERNATIONALLY:

Increase Revenue and Brand Awareness

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	1 lipgloss	3 lipgloss	7 lipgloss
	Order Value	\$43.95	\$101.90	\$130.95
	Weight	7 oz	10 oz	11 oz
	Dimensions	7x5x3	7x5x3	7x5x3
SHIPPING SERVICE DETAILS	Carrier			
	Service	First Class	First Class	First Class
	Destination			
	Insured?	No	No	No
	Shipping Cost	\$13.06	\$14.73	\$21.38

CASE STUDY 2



Supplements retailer

CATEGORY:
Supplements

COUNTRIES SHIPPED TO:
Canada, UK, Australia, others

TOTAL MONTHLY INTERNATIONAL VOLUME:
12,000+

% OF TOTAL VOLUME:
14%

WHY THEY SHIP INTERNATIONALLY:
Competitive opportunity

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	2 Fat Burning Teas	Supplement Kit	1 Fat Burning Tea
	Order Value	\$78.99	\$60.27	\$98.98
	Weight	18 oz	26 oz	21 oz
	Dimensions	Medium Flat Rate Box	Medium Flat Rate Box	Flat Rate Padded Envelope
SHIPPING SERVICE DETAILS	Carrier			
	Service	Priority Mail	Priority Mail	Priority Mail
	Destination			
	Insured?	Yes	Yes	Yes
	Shipping Cost	\$43.65	\$72.15	\$31.30

CASE STUDY 3



Apparel retailer

CATEGORY:

Apparel

COUNTRIES SHIPPED TO:

Canada, UK, Israel, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

300+

% OF TOTAL VOLUME:

3%

WHY THEY SHIP INTERNATIONALLY:

Increase Revenue

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	1 Decorative Patch	5 Decorative Patches	7 Decorative Patches
	Order Value	\$4.99	\$24.95	\$123.93
	Weight	4 oz	4 oz	7 oz
	Dimensions	N/A	N/A	N/A
SHIPPING SERVICE DETAILS	Carrier			
	Service	First Class	First Class	First Class
	Destination			
	Insured?	No	No	No
	Shipping Cost	\$9.03	\$12.83	\$12.83

CASE STUDY 4



eCigarette retailer

CATEGORY:

eCigarettes

COUNTRIES SHIPPED TO:

Japan, UK, Australia, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

~300

% OF TOTAL VOLUME:

13%

WHY THEY SHIP INTERNATIONALLY:

Provide access to products

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	1 Aroma Oil	2 Aroma Oils + 1 Pen	4 Aroma Oils
	Order Value	\$19.99	\$21.38	\$67.96
	Weight	5.1 oz	15.2 oz	7.4 oz
	Dimensions	N/A	N/A	N/A
SHIPPING SERVICE DETAILS	Carrier			
	Service	First Class	First Class	Priority Mail Express
	Destination			
	Insured?	No	No	Yes
	Shipping Cost	\$13.06	\$21.38	\$56.53

CASE STUDY 5



Supplements retailer

CATEGORY:
Supplements

COUNTRIES SHIPPED TO:
Canada, UK, United Arab Emirates, others

TOTAL MONTHLY INTERNATIONAL VOLUME:
200+

% OF TOTAL VOLUME:
9%

WHY THEY SHIP INTERNATIONALLY:
N/A

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	Collagen Products	Vitamins	N/A
	Order Value	\$14.99	\$131.99	\$457.04
	Weight	4 lbs 8 oz	3 lbs .01 oz	23 lbs .17 oz
	Dimensions	12x9x6	12x9x6	12x12x10
SHIPPING SERVICE DETAILS	Carrier			
	Service	Priority Mail	Commercial ePacket	Priority Mail
	Destination			
	Insured?	No	No	No
	Shipping Cost	\$39.85	N/A	\$125.21

CASE STUDY 6



Electronics retailer

CATEGORY:

Electronics

COUNTRIES SHIPPED TO:

Japan, Australia, Russia, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

200+

% OF TOTAL VOLUME:

35%

WHY THEY SHIP INTERNATIONALLY:

N/A

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	N/A	N/A	N/A
	Order Value	\$11.28	\$16.86	\$72.75
	Weight	4 oz	2 lbs 4.8 oz	2 lbs 4.8 oz
	Dimensions	N/A	N/A	N/A
SHIPPING SERVICE DETAILS	Carrier			
	Service	First Class	First Class	First Class
	Destination			
	Insured?	No	No	No
	Shipping Cost	\$13.06	\$32.06	\$33.49

CASE STUDY 7



Diaper retailer

CATEGORY:

Diaper Supplies

COUNTRIES SHIPPED TO:

Canada, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

100+

% OF TOTAL VOLUME:

10%

WHY THEY SHIP INTERNATIONALLY:

N/A

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	N/A	N/A	N/A
	Order Value	\$269.00	\$107.00	\$59.88
	Weight	25 lbs	3 lbs 14 oz	1 lb 4 oz
	Dimensions	N/A	N/A	N/A
SHIPPING SERVICE DETAILS	Carrier			
	Service	Std	Priority Mail	First Class
	Destination			
	Insured?	Yes	No	No
	Shipping Cost	\$57.38	\$38.67	\$14.73

CASE STUDY 8



Fabrics retailer

CATEGORY:

Fabrics

COUNTRIES SHIPPED TO:

Canada, UK, Australia

TOTAL MONTHLY INTERNATIONAL VOLUME:

83

% OF TOTAL VOLUME:

3%

WHY THEY SHIP INTERNATIONALLY:

International interest from buyers

- unmet demand

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	Tablecloth	Prepackaged Fabric	Fabric Samples
	Order Value	\$115.00	\$200.00	\$200.00
	Weight	1 lb 8 oz	3 lbs	10 oz
	Dimensions	8x8x8	8x8x8	8x8x8
SHIPPING SERVICE DETAILS	Carrier			
	Service	FCI	Worldwide Saver	Worldwide Saver
	Destination			
	Insured?	No	Yes	Yes
	Shipping Cost	\$14.73	\$142.23	\$153.17

CASE STUDY 9



Accessories

CATEGORY:

Accessories

COUNTRIES SHIPPED TO:

Canada, UK, Australia, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

<100

% OF TOTAL VOLUME:

8%

WHY THEY SHIP INTERNATIONALLY:

Brand recognition

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	2 Necklaces	2 Necklaces	4 Necklaces
	Order Value	\$55.00	\$105.00	\$300.00
	Weight	10 oz	10 oz	1 lb 4 oz
	Dimensions	10x6x4	10x8x6	1010x8x6
SHIPPING SERVICE DETAILS	Carrier			
	Service	International Economy	International Economy	International Economy
	Destination			
	Insured?	No	Yes	Yes
	Shipping Cost	\$69.64	\$185.98	\$118.68

CASE STUDY 10



Seed retailer

CATEGORY:

Seeds

COUNTRIES SHIPPED TO:

Italy, UK, Austria, others

TOTAL MONTHLY INTERNATIONAL VOLUME:

<100

% OF TOTAL VOLUME:

7%

WHY THEY SHIP INTERNATIONALLY:

To plant seeds around the world!

Or in at least 6 countries...

		SHIPMENT 1	SHIPMENT 2	SHIPMENT 3
PACKAGE SHIPPING PARAMETERS	Package Contents	36 Seed Packs	1 Seed Pack	7 Seed Packs
	Order Value	\$220.15	\$19.50	\$57.49
	Weight	12 oz	2 oz	24 oz
	Dimensions	8x6x3	9x6x.5	8x6x3
SHIPPING SERVICE DETAILS	Carrier			
	Service	FC International	FC International	FC International
	Destination			
	Insured?	No	No	No
	Shipping Cost	\$21.38	\$12.83	\$21.38

SUMMARY

HOW SHIPPINGEASY CAN HELP

ShippingEasy is the premier shipping platform for eCommerce retailers. Whether you ship 5 packages per month or 50,000, we can help you improve your customer experience and increase your ROI on shipping operations through our industry-leading suite of capabilities, which include:



Access to the lowest USPS domestic and international rates available—up to a 46% discount to normal rates



Integration with all major eCommerce platforms, shopping carts, marketplaces, and carriers



Support for multiple stores and fulfillment locations, **international selling**, offline orders, and returns processing



Support for real time order synchronization with selling platform (order download and status updates)



Predictive analytics teach the machine to recognize shipping patterns and make shipping decisions on your approval



Automatic population of customs form, international shipping rules, international consolidator support



World-class support with full set-up and configuration included, plus ongoing help 7am-7pm CST

To learn more, request a demo or sign up for a free trial, visit www.shippingeasy.com or give us a ring at 1-855-202-2275



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