

ShippingSupply.com

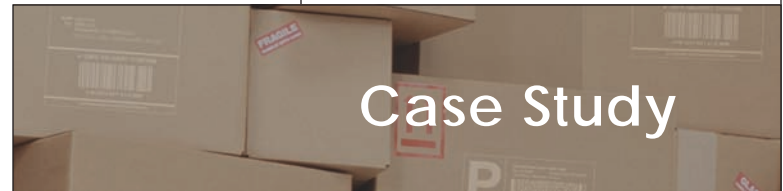
High quality shipping and packaging supplies



www.endicia.com
800-576-3279.140

How does an online wholesaler and distributor of shipping and packaging supplies ship their products? Located in Waukesha, Wisconsin and boasting a large selection of shipping and packing supplies, ShippingSupply.com delivers exceptional prices, unbeatable customer service and a 100% guarantee on all products. After reviewing their shipping expenses with a private carrier,

ShippingSupply.com realized there had to be a less expensive way to quickly get their products into their customer's hands. That's when Endicia and Stone Edge came to the rescue.



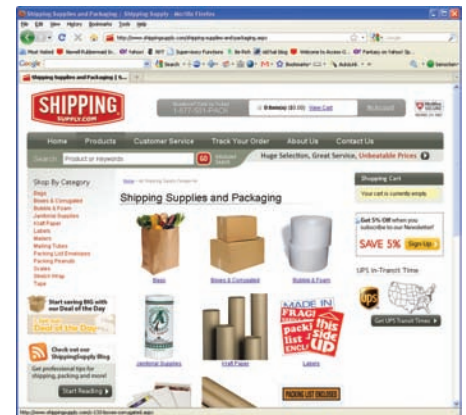
Background

Christian Rano, President of ShippingSupply.com, began selling shipping and packing supplies after numerous relocations with his previous employer. After relocating to Wisconsin, Christian turned to eBay to sell unwanted items and found boxes, bubble wrap, and tape to be very expensive at big box office supply stores. Christian realized there were many people who sold items on eBay that needed to purchase supplies at discounted prices. The logical demand for shipping and packaging supplies led Christian to open his own eBay store, JustBoxes.com that sold these supplies.

Christian's eBay store soon provided him with enough capital to acquire ShippingSupply.com. With great results coming from natural or organic internet search, Christian's company quickly took off. Christian's wife Julie began running the day-to-day operation and within a few years, Christian quit his full-time job to focus on selling shipping and packaging supplies.

Endicia's Role

Aside from ShippingSupply.com, Christian and Julie's company owns five additional websites including BubbleMailers.com and PackingPeanuts.com that direct customers to the main site. The company also sells their products on eBay and Amazon.com. They needed a software system that would help



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endicia®

Part # VPM-C-50-001

them manage their orders, inventory, shipping, and credit card transactions. After reviewing several multichannel merchant software systems, Christian found Stone Edge Technologies' solution to be the best fit. Christian was astonished at how easy it was for his company to integrate with the Stone Edge Order Manager and Endicia. Barney Stone, President of Stone Edge Technologies, Inc. describes the challenges of growing companies and how using a multichannel merchant software integration system saves time:

ShippingSupply.com is typical of a lot of Stone Edge users. They come to us when they get tired of copying and pasting orders and addresses into their shipping software and accounting program and then trying to deal with customer inquiries and so on. Our integration with Endicia's Dazzle software, shopping carts, credit card gateways and so on makes managing their growth much easier.



In almost no time, ShippingSupply.com had a system to manage their orders and quickly print shipping labels through Endicia. The quick turnaround time allows ShippingSupply.com to ship all orders within 24 hours. Almost all of ShippingSupply.com's packages that are shipped with the USPS are shipped via Priority Mail. Even though ShippingSupply.com has Endicia installed on several shipping stations, they are only charged for one account since all packages are shipped from one address. To print their USPS labels, ShippingSupply.com utilizes Zebra S4M thermal printers.

As an Endicia Premium customer, ShippingSupply.com uses the Stealth (hidden) Postage feature to hide the amount of postage they've paid. When customers receive their orders, they are unable to see the shipping and handling charges that have been added. This reduces calls from upset customers who oftentimes confuse the cost of postage with the cost of shipping and handling charges.

Christian and Julie had been using a private carrier to ship all of their company's products, but after making the switch to Endicia in 2008 they quickly realized the savings that come when shipping certain sized packages via the U.S. Postal Service. While ShippingSupply.com only ships around 100 pieces per month with the Postal Service, they are still determining their ideal shipping mix. So far, ShippingSupply.com has been incredibly happy with their savings,

By shipping specific products with Endicia and the U.S. Postal Service, we've been able to save thousands of dollars. We're able to reinvest these savings into our marketing and advertising budget which has helped us grow the company even faster.

The Future

ShippingSupply.com has grown over 100% each of the last three years. The company is continually adding products and sees an increasing reliance on the USPS for shipping smaller orders.

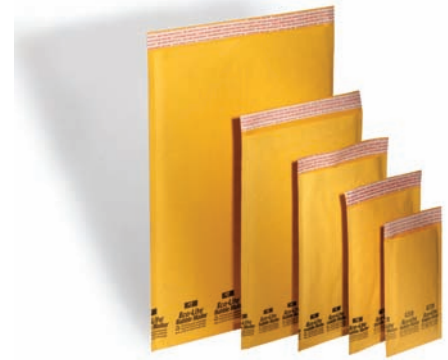
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