



ShipBob



Fulfill orders from Europe and ship within the EU

Start shipping orders from ShipBob's fulfillment center in Kilkenny, Ireland (we'll also be launching a second location in Central (mainland) Europe in Q3 2021.)

Why ShipBob Europe?



Grow your ecommerce sales in the European market

The European Union is made up of [27 countries](#) including large market opportunities like France, Germany, Italy, and Ireland:

- In 2020, [retail ecommerce revenue](#) in the European Union reached over \$500 billion USD and is projected to reach \$569 billion USD by 2025.
- According to [2021 forecasts](#), the largest European markets include Germany (\$101.5 billion), France (\$80 billion), and Spain (\$37.12 billion).
- According to a [2020 survey](#) of European consumers:
 - Shoppers rank cost as the most important factor when evaluating fulfillment and delivery for their online purchases.
 - They expect orders to be delivered in ~3 days, with a maximum wait time of ~4 days.
 - 42% of shoppers said they would not order from international websites due to potential extra costs and customs, and 40% said they wouldn't because of potential issues with product returns.

If you're looking to grow your ecommerce business internationally, selling to consumers within the EU is a great place to expand and storing your inventory near them is the best way to do it.



We found that sending inventory to Europe involved less paperwork and was faster than expected. The process of getting inventory sent to ShipBob's fulfillment center location in Ireland was very streamlined.

- Nikolai Paloni | Co-Founder of Ombraz Sunglasses

Why ShipBob Europe?



Localize your fulfillment strategy to drive better customer experiences and repeat sales

Whether you're already shipping to Europe today or want to get started, shipping orders to the European Union from the United States or other countries outside of the EU is not ideal; It can cost your business and hurt the customer experience. Longer transit times, customs delays, and additional charges or tariffs lead to bad customer experiences, higher cart abandonment, and slower growth in the European market.

Working with a local fulfillment provider ensures you're able to offer fast and affordable shipping to all countries in the EU to meet today's consumer expectations and drive repeat business.



Provide your European customers with fast and affordable shipping

In Ireland, ShipBob partners with UPS and DHL, securing discounted shipping rates and fast delivery times. The average transit time from our Ireland facility to the majority of the EU is 1-7 business days for our standard shipping option and 1-3 business days for our expedited shipping option.

When I first started looking at ShipBob, it sounded too good to be true with their international locations that could cover all my bases. What I paid per order when shipping orders myself is the same price now for ShipBob to pick, pack, and ship orders. It's even much cheaper to ship to certain countries, which used to take ages and often got lost with localized post here.

- Leonie Lynch | Founder & CEO of Juspy



Why ShipBob Europe?



Partner with ShipBob Europe for best-in-class fulfillment services, integrated tech, and guidance

ShipBob's Ireland fulfillment center is located in Kilkenny, Ireland and in very close proximity to the three Tier 1 ports in Dublin, Cork, and Shannon Foynes. The state-of-the-art facility is our first in Europe. We also plan to add another EU location in Central Europe in 2021 to help merchants with lower transit times and fulfillment costs to mainland European countries (more information coming soon).

Like the entire ShipBob fulfillment network, our European fulfillment centers run on ShipBob's proprietary warehouse management system, standard SLAs, and experienced support team to provide the same level of world-class fulfillment and transparency in our dashboard. Along with customs, duties, and becoming a non-resident importer, ShipBob will walk you through the process of sending freight to our European fulfillment centers and other considerations.



We had distribution in the UK, but anticipated that cross-border shipping issues would become more prevalent with Brexit pending. A good chunk of our customer base in the EU wouldn't be able to as easily receive shipments from the UK, as it may be more expensive with longer shipping times. We then reached out to ShipBob about a fulfillment center in the European Union. We quickly became very impressed by ShipBob's transparency, simplicity, and intuitive dashboard.

- Harley Abrams | Operations Manager of SuperSpeed Golf, LLC

✓ CHECKLIST

Ecommerce Success in Europe

Expanding into new markets may seem like a daunting task. With ShipBob's expertise and global fulfillment solution, it's easy to start selling and shipping within Europe. Just follow a few simple steps to get started:

✓ Confirm products can be sold and shipped

While product restrictions are largely the same across countries in the EU, you should always [check that your products can be sold within each EU country where you plan to expand](#).

✓ Complete business requirements to sell

To sell within the EU, you need unique VAT and EORI registration numbers. As of July 1, 2021, all goods entering into the EU require VAT to be applied regardless of value. Learn more [here](#).

We recommend working with SimplyVAT or Avalara, and we can provide direct introductions.

✓ Request access in the ShipBob dashboard

To activate the EU fulfillment center(s) within the ShipBob dashboard, [simply request access on the Locations page](#). You should also review pricing and shipping zones with your direct ShipBob contact, or reach out to support@shipbob.com.

✓ Secure a freight partner to move inventory

If you don't already have a freight partner that can ship your goods to Europe, you'll need one. A freight forwarder will help manage and transport your shipment from you or your manufacturer to our European facilities. We recommend [Freightos](#), Freight Forwarding, and RedSky, and we can provide direct introductions.

✓ Send inventory to ShipBob

Simply follow instructions for ShipBob's [standard WRO process](#) to send inventory to our fulfillment center.

If you're a current ShipBob customer and want to transfer inventory from another ShipBob fulfillment center, you can work with your ShipBob contact or email support@shipbob.com to set up an internal transfer.

✓ Start shipping orders!

Once our European fulfillment center(s) receive your inventory, please allow the standard 5 business day receiving SLA before we fulfill your first order. All order information will be found on the same pages in your ShipBob dashboard.

✓ Optimize your EU ecommerce strategy

Tell your European customers that you'll be fulfilling locally. Reduce cart abandonment previously attributed to the perceived pains of international deliveries like expensive shipping, long transit times, and having to pay customs and import duties.

Mitigate consumer confusion and increase confidence by updating your checkout to show local rates and estimated delivery times, and make sure your EU stores are in local currency (varies by country).

Frequently Asked Questions

? **How can I contact somebody to learn more or get started?**

To request a meeting with a ShipBob fulfillment expert, visit [this page](#) and complete the request access form and we'll get in touch shortly. If you're a current client, you can also reach out to your primary ShipBob contact or support@shipbob.com for more information.

? **Do I need a VAT and/or EORI to fulfill orders out of Europe?**

Yes, both a local Europe VAT and EORI are required to sell within the EU and fulfill from any ShipBob fulfillment center in Europe. As of July 1, 2021, all goods entering into the EU require VAT to be applied regardless of value. Learn more [here](#). If you do not have this set up today, we recommend [SimplyVAT](#) or Avalara and can provide direct introductions.

? **Which carriers will ShipBob use in Europe?**

We use UPS and DHL at our Ireland fulfillment center. We will share carrier details for our Central Europe location soon.

? **What shipping options are available in Europe?**

ShipBob offers both standard and expedited services for Europe to Europe shipments.

? **What is the average time in transit?**

The average transit time from Ireland to the EU is 1-7 business days. Standard is typically 1-7 business days and expedited is 1-3 business days.

? **Can I ship from the European fulfillment center to the EU (or anywhere outside of Europe)?**

Our Europe fulfillment center will only fulfill orders that are shipped within the EU. We recommend using our Ireland fulfillment center in the EU to ship orders to EU locations. We also plan to support shipping to the EU from our mainland Central Europe fulfillment center later in 2021.



Frequently Asked Questions

? What is the pricing for Ireland and Central Europe fulfillment centers?

Pricing is calculated the same way across all fulfillment centers, according to [standard ShipBob pricing](#).

If you're a current ShipBob customer, simply request access for Ireland on the [Locations page](#) in your ShipBob dashboard. Once you've been approved for the location, you will be able to view pricing on the Pricing page. You can also reach out to your ShipBob contact to review your pricing for the Ireland location. Pricing details for our future Central European location will be available later in 2021.

If you're not a current ShipBob customer, you can [request a quote](#) and work with one of our fulfillment experts to build out a pricing plan based on your unique needs.

? What are the standard operations at ShipBob's European fulfillment centers?

We are committed to consistency across all of our global fulfillment centers. All of ShipBob's fulfillment centers adhere to the same [standard operating procedures](#).

? Is B2B/wholesale fulfillment supported at the Europe fulfillment centers?

Yes, our European fulfillment centers share the same capabilities as our other fulfillment center locations. While we still primarily fulfill DTC orders, if you need help with small batches of [B2B orders](#), we can help. We do not support EDI orders at this time, however, support for EDI is on our product roadmap for late 2021-2022.

? Is FBA prep or FBM supported at the Europe fulfillment centers?

We currently support FBA prep in Ireland, but do not support FBM for EU orders at this time.

? Are returns supported at the Europe fulfillment centers?

Are returns supported at the Europe fulfillment centers?

Yes, our Ireland fulfillment center can process returns for orders that originated from that facility and using return labels that were generated from within Europe. Customers cannot currently purchase EU return labels directly from ShipBob, but we hope to support that in the future.

