

Luxury home fragrance company expands to 20+ new countries overnight to meet international demand

Why Zonos?

Apotheke Co. was seeing explosive international growth, but with their current staff and resources, they could not accommodate the complexities that came with the cross-border orders they were receiving, causing them to turn international customers away.

The pressure to be able to sell internationally increased when Apotheke gained celebrity recognition.

“We were presented with an opportunity to work with an international Grammy Award-winning musician that wanted to create a scent and sell it through our website to 20+ countries. Though I told her we could, we had no way to,” says Chrissy Fichtl, CEO of Apotheke.

This enormous opportunity meant Apotheke could not avoid expanding internationally any longer.

When their UPS international account manager learned about Apotheke’s inability to accommodate their global demand, she had just the solution. Apotheke would no longer have to miss out on the significant revenue global expansion would bring.

Apotheke was introduced to Zonos, who got them up and running to sell to the requested countries in record time.

Who is Apotheke?

Apotheke is a United States-based luxury home fragrance company that believes scents can transform a house into a home, elevate mood, and keep memories alive. Apotheke began as a passionate soap-making hobby, which has evolved to imbue fragrances into candles, diffusers, and body care products, such as lotions and hand sanitizers. They want to show the world that fragrance can be simple and captivating and that products should be beautiful, meaningful, and attainable.

- Founded in 2011 by Chrissy Fichtl
- Headquartered in New York, U.S.

By the numbers

- 146** products classified with HS codes
- 26** ship-to countries
- 50k** Instagram followers worldwide

Zonos integration details

- Shopping cart platform:** *Shopify*
- Zonos products:** *Zonos Landed Cost, Zonos Classify, Zonos Hello*
- Integration method:** *Duty & Tax app*
- Customer since:** *July 2020*



Chrissy Fichtl
CEO of Apotheke Co.

With an already high international demand and a close deadline to expand to 20+ countries, Apotheke was scrambling for solutions

Apotheke's UPS account manager encouraged Chrissy to begin selling internationally because of the market potential. They "started small" by only selling to Canada, but struggled to find HS codes for their products and calculate landed cost for their orders.

Fichtl recalls, "We got to the point where we were Googling 'tariff codes for candles.'"

Unfortunately, it is not that simple. HS codes can vary by import country, which can drastically affect landed cost calculations. Apotheke needed a way to assign correct HS codes to their products and generate accurate landed cost calculations.

Still not having international orders figured out, Apotheke was on a tight deadline to launch their celebrity signature candle and make it available to 20+ countries.

Before Zonos, they were unequipped to do this.

Problems for Apotheke

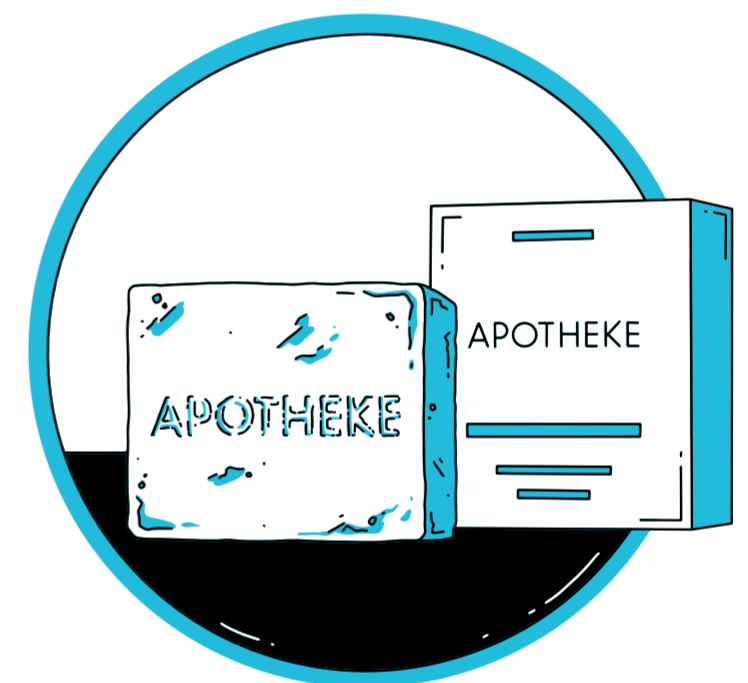
- **Missing out on potential revenue-generating markets:** Without a way to handle HS code classification, landed cost calculation, or customs paperwork, Apotheke turned international customers away and missed out on revenue.
- **Strained resources:** The Apotheke team struggled even when only selling to one foreign country (Canada). Trying to find correct HS codes and calculate landed cost put stress on their resources.
- **An offer they could not refuse:** Though international and celebrity recognition provides opportunities for exposure to new markets, not having the resources to accommodate this recognition would cause Apotheke to miss out on significant revenue.
- **Fear of going international:** Fichtl was afraid to ship to other countries because there were so many unknowns, such as "What are the customs requirements?" and "What is Apotheke's responsibility?" The fear of noncompliance kept them from expanding their business globally.

What needed to change

Apotheke needed a simple way to sell to customers in foreign countries, as well as accurate HS code classifications and landed cost calculations.

"We now ship an international order as easily as domestic without worrying about figuring out the paperwork, duties, taxes, etc. that we used to try to figure out on our own."

Chrissy Fichtl



Zonos Landed Cost allows Apotheke to accept international customers and expand their market

With only a few weeks before the celebrity's signature candle launch, Fichtl knew she needed a better way to handle her international orders and had an emergency call with UPS. After speaking, they decided that Zonos was the answer.

When Fichtl connected with Zonos and expressed that she needed to be able to sell to 20 specific countries almost immediately, Zonos did not disappoint. Apotheke used Zonos Classify to automatically assign accurate HS codes to all of their products, and then was quickly up and running with Zonos Landed Cost, which allowed them not only to sell internationally but also to pre-calculate and collect country-specific duties, taxes, and fees—the full landed cost—at checkout.

The fix

Zonos Classify

- **HS code classification:** Zonos Classify quickly classified Apotheke's catalog with 146 HS codes, allowing them to get the most accurate landed cost calculations possible.

Zonos Landed Cost

- **Total landed cost:** Zonos Landed Cost calculates a complete, accurate landed cost, including duties, taxes, and fees, with the ability to prepay at checkout.
- **International customer experience:** Zonos Landed Cost creates a transparent checkout experience, providing the shopper with comfort, satisfaction, and confidence in their purchase.
- **Customized shipping:** Shipping is completely customizable, allowing Apotheke to use their preferred shipping carrier and tailor their options and pricing to each country.

Zonos Hello

- **Localization and transparency:** Hello welcomes shoppers in their local currency and language. For example, with Zonos Hello, the Apotheke customer recognizes their language and currency are supported on the site, lowering the bounce rate.

How Zonos helped

Zonos Landed Cost and Classify solved all of Apotheke's international issues, even in a time crunch.

"Zonos and UPS took care of everything. They incentivized us by having no cost. They just wanted to see our company grow."

Chrissy Fichtl

Key Benefits of Zonos for Apotheke



Quick integration



HS code classification



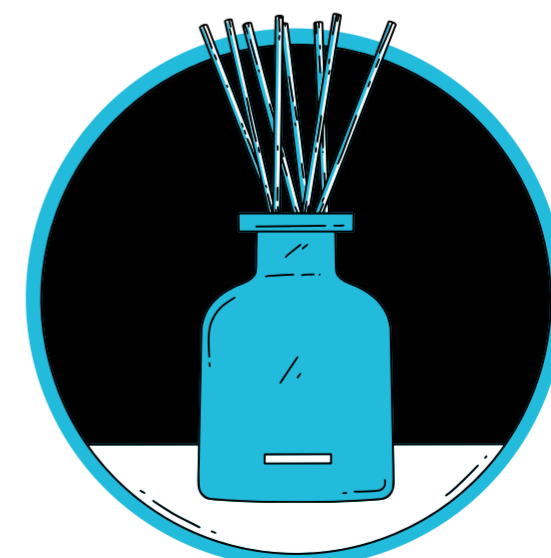
Accurate landed cost calculations



Reduced strain on company resources



Worry-free international selling



Apotheke sells to over 20 countries, with five of those countries making up half their business

Sending orders with the total landed cost prepaid (DDP/Delivered Duties Paid) made for the most seamless delivery process possible and, consequently, happy customers. In addition, Apotheke gained the confidence to tap into the international markets they once couldn't accommodate.

Notable results

- **Less strain on company resources:** Zonos has automated Apotheke's international processes so that their team doesn't have to attempt to manage paperwork and HS codes, which are complex and often done incorrectly.
- **Global sales growth:** The inability to accurately identify HS codes and calculate landed cost no longer threatened Apotheke's international sales growth. Apotheke now sells to 26 countries, with five of those countries making up half their business.
- **Higher quality conversion:** The full landed cost was made transparent to customers upfront, which includes the duties, taxes, and fees of the purchase. This visibility provided a better customer experience, increased confidence in purchasing from Apotheke, and boosted the number of return customers.
- **Biggest sales day ever:** After implementing Zonos, Apotheke had the most fruitful day of selling in the company's history.

Where is Apotheke now?

Apotheke is flourishing in cross-border selling, with international countries making up a significant amount of their business!

"Zonos solved the problem of a bad customer experience by providing transparency. A customer knows the total landed cost upfront. Zonos has the technology that allows us to sell into any country."

Chrissy Fichtl

