

# Logistics: transforming a constraint into an opportunity for Global Expansion

## The challenge: managing control and scalability without compromise.

From a logistics perspective, Holyart oversees a catalog of more than 60,000 products within a 10,000-square-meter warehouse outfitted with cutting-edge technology, capable of processing up to 1,000 packages per hour. In 2025, it managed approximately 250,000 shipments worldwide, 20% of which were for third parties, with primary destinations including Italy, France, Germany, Spain, the UK, Poland, and the USA.

The infrastructure comprises 20 integrated couriers, of which 6 are presently active for global shipments, a model that ensures significant operational flexibility. With the assistance of ShippyPro, Holyart effectively navigates the complexities of shipping to over 130 countries, all while maintaining a remarkably streamlined team of two individuals: one focused on operational management through the dashboard and the other on API integrations.

The platform facilitates straightforward, autonomous management of the logistics front-end, removing the necessity for ongoing developer involvement for modifications, integrations, or the onboarding of new carriers. This methodology is made possible by ShippyPro, which enables the rapid activation or deactivation of logistics partners while ensuring efficiency and oversight.

Features such as transparent rates, seamless integration, and sophisticated tools like the Optimizer facilitate scalability and internationalization. In recent years, the capacity to test and experiment with new carriers has offered an additional competitive edge, bolstered by the proactive approach of the ShippyPro development team, which has converted operational requirements into tangible solutions through continuous dialogue.

**25%**  
Reduce labor hours by eliminating manual invoicing.

**40%**  
Minimizing courier integration expenses

**-25%**  
Of customer support inquiries and related expenses



Thanks to ShippyPro, we successfully navigated the complexities of shipping to more than 130 countries with a lean team, ensuring agility and complete operational control.



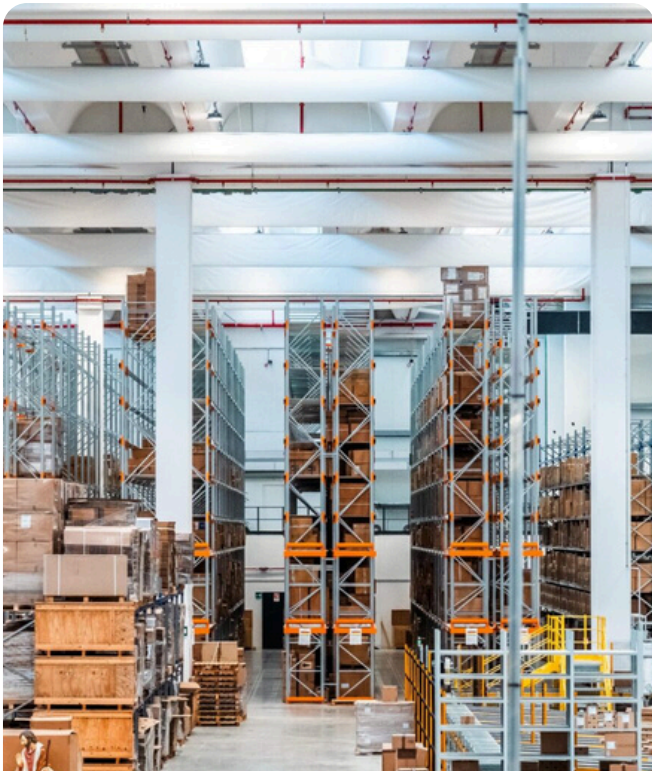
**Peter Ferrari**  
Chief Operations Officer @ Holyart

With ShippyPro, we have embraced a streamlined and autonomous operational model, facilitating integrations without the continuous assistance of developers. We regularly utilize five carriers, with an additional 15 already integrated and poised for activation to swiftly address market demands.

Comprehensive workflow automation, encompassing paperless customs documentation management, enables us to function efficiently even in intricate markets. Real-time courier quotes facilitate the selection of the most cost-effective option without the need to navigate complex pricing structures.



**Peter Ferrari**  
Chief Operations Officer @ Holyart



## The evolution and international expansion of Holyart

Holyart is the premier Italian e-commerce platform exclusively focused on the religious sector. Established in 2007 in the province of Bergamo, it was conceived by a group of young entrepreneurs deeply rooted in the local community and artisanal traditions. The initiative commenced with the aim of providing high-quality religious products, frequently crafted by Italian artisans, through an online medium.

A distinct strategic insight was evident from the outset: Italy, with its rich artisan heritage and pivotal position in the Christian world, was the optimal location for the export of religious items. This approach quickly demonstrated success, prompting Holyart to venture into international markets from the beginning, where approximately 70% of the business is now concentrated, while the Italian market accounts for 30%.

In the subsequent years, Holyart witnessed consistent growth, gradually broadening its catalog and solidifying its presence in more than 130 countries, with key markets in Europe and the United States. In 2015, a notable surge in orders, propelled by double-digit growth, prompted a substantial evolutionary advancement: after approximately a year of development, the company invested in the automation of logistics processes to enhance shipment optimization, efficiency, and speed.

Along this path, the adoption of solutions such as ShippyPro is a strategic approach for managing courier integrations with simplicity and flexibility, enabling the onboarding and management of new logistics partners while exploring new opportunities. Currently, the online shop features over 60,000 products, bolstered by a sophisticated logistics infrastructure. In 2025, Holyart recorded a turnover of €20 million, overseeing more than 250,000 shipments annually, thereby establishing itself as a global benchmark in the religious articles sector.

### THE INITIATIVE SHIPMENTS ANNUALLY

250,000 shipments to over 130 countries

### INTEGRATIONS 20 Couriers Obtain Rates for Pickup and Delivery Locations

### TECHNOLOGIES

E-commerce platform: proprietary ERP: integrated with e-commerce, warehousing, procurement, and administration  
POS technology: Tilby PIM/OMS: managed in-house



ShippyPro



HOLYART

Contact our Experts

Starts today