



From re-Platform to Performance:

Logistics and E-commerce: From Operating Costs to Strategic Leverage

A single platform for two logistics hubs and more than 30 international markets.

UYN (Unleash Your Nature) was founded in Italy with a clear idea: sportswear isn't just something to wear, but a tool that helps the body perform at its best. Each piece begins with research into materials and the study of how the body moves, sweats, and adapts to the environment. The brand combines technical innovation and contemporary design for those who experience sport and the outdoors as a form of self-expression.

UYN's style is essential and recognizable: clean lines, high-quality materials, and an aesthetic that extends from the mountains to the city without sacrificing functionality. Performance remains the starting point, and design makes it visible. To bring this vision to an increasingly international community, UYN has built a direct-to-consumer (DTC) e-commerce channel in over 30 markets, with two logistics hubs in Italy and the United States.

As the company grew, however, logistics risked not keeping pace with the brand: hand-made labels, email communications with the warehouse, and new couriers that were difficult to integrate were holding back expansion into new markets.



+20.000

Shipments processed in the last year

+ 30 Markets

Active globally

900+

Operating hours recovered per year by automating logistics flows

ShippyPro has allowed us to centralize shipping management across both of our logistics hubs, eliminating manual processes and giving us aggregated visibility into performance data for the first time.



Mirko Pantaleoni
Head of eCommerce | UYN

Thanks to ShippyPro we have automated shipments across both IT and US logistics hubs, eliminated 900+ hours of manual processes per year, and opened 30+ international markets after replatforming.



Mirko Pantaleoni
Head of eCommerce | UYN



What has changed with ShippyPro

With the transition to the new stack, ShippyPro has become the liaison between e-commerce, marketplace, and logistics. UYN has thus transformed a fragmented and manual process into a single, automated, and measurable flow.

Unified multi-channel integration

DTC e-commerce and marketplace coexist in a single environment, integrated with the new Shopify + Powngo stack (PIM/OMS). Labels are passed entirely through Powngo, without manual intervention.

Dual IT/US logistics from a single hub

Labels, routing, and tracking for the two logistics hubs, in Italy and the United States, are managed from a single point. No operational fragmentation.

Complete label automation

No manual steps and no files sent via email to the warehouse: the process is synchronous and reliable.

First aggregate visibility

For the first time, UYN has access to aggregated data on volumes, carrier performance, and markets, allowing it to make informed decisions.

Centralized tracking

All couriers are tracked from a single point. Manual tracking, updated intermittently, is no longer necessary.

Phased approach to carrier mix

At the go-live, the mapping of existing couriers was maintained to ensure operational continuity. The next phase, now underway, is to diversify the couriers.

The optimizations

Optimizations already implemented include optional express shipping at checkout in three key EU markets, selectable pickup locations (PUDO) during checkout, and a review of free shipping thresholds, which has led to an estimated 34% reduction in shipping costs.

INTEGRATIONS

ShippyPro: Couriers, shipping label creation, and return shipments

Stack: Shopify, Powngo (PIM/OMS), doppia logistica IT/US



ShippyPro



UYN

Contact our experts

Get started with ShippyPro today