



MALAYSIAN CROSS BORDER E-COMMERCE ORDER FULFILLMENT

CASE STUDY

Shortcut Labs is a private Swedish company with a passion for building market changing wireless products. The first product of Shortcut Labs is known as “Flic”, a wireless shortcut button sticks to any surface and allows the user to launch a function in your smartphone. The device is weatherproof and has a replaceable battery lifespan that can last years. The device enables people to control lights, play music, take pictures, send distress signals, navigate, and the hundreds of other things that smartphone functions enable. Shortcut Labs needed to source a strategic partner to provide pick and pack operations with custom end user labeling.



OPPORTUNITY

Shortcut Labs designed and developed Flics, as well as outsourced the manufacturing operations to a contract manufacturer based in Malaysia. Prior to fulfilling customer orders, the manufacturer in Malaysia sends the finished products back to the Sweden-based distribution center. Shortcut Labs was looking for a partner who could ship directly from the Malaysia origin site direct to end users worldwide in order to ensure shorter lead times and to avoid costly and time-consuming shipments. The contract manufacturer was unable to support these value-added activities and was unable to comply with a major e-commerce platform's shipping requirements, which is why Shortcut Labs was compelled to find a capable local partner.



OUR SOLUTION

Shortcut Labs selected Expeditors Global Distribution services in Penang, Malaysia to be the global e-commerce fulfillment partner. The contract manufacturer delivers bulk shipments four times per month to the Expeditors' Penang facility. Each fulfillment order request requires the generation of customized sales order labels, specialized gift box packaging and over packing, as well as compliance with a major e-commerce platform's labelling and online fulfillment requirements. Orders are fulfilled across a range of different channels requiring close coordination with Expeditors' air freight services and Shortcut Labs' global mail and parcel courier partners.

THE RESULTS

Expeditors is closely connected to both Shortcut Labs' sales and management teams, as well as their manufacturer partner, providing more than inventory management and fulfillment services. As Shortcut Labs' key network partner in Southeast Asia, we deliver:

- Integrated inventory management and replenishment services
- Packaging material management
- Order planning and fulfillment expertise
- Customized labeling support for multi-channel retailer shipments
- Interface to mail and courier partners booking the required shipment details

Expeditors is an integrated partner with Shortcut Labs providing multi-channel fulfillment to more than 100 countries globally.