



# AFTER TRAETELO PARTNERED WITH DHL EXPRESS, SUCCESS WAS JUST A CLICK AWAY

“DHL is a highly trusted and capable shipping partner. If any complex issue arises in the logistics process, DHL is extremely responsive and handles it quickly and efficiently.”

*Federico Torres, CEO, Traetelo*

EXCELLENCE. SIMPLY DELIVERED. 

## THE BACKGROUND:

Traetelo (Spanish for “Bring it!”) is the first cross-border online marketplace focused on the Latin American market. The company developed traetelo.com, a sales channel that satisfies the growing needs of Latin American consumers by offering convenient online shopping with access to a diverse set of products.

## THE CHALLENGE:

Before partnering with DHL Express, Traetelo was looking for a way to help its customers in Latin American countries overcome the obstacles of purchasing products from the United States. Many of the solutions available involved using third party couriers that were, in many cases, unreliable. Traetelo also needed to ensure compliance with a variety of Customs regulations, while offering the ability to receive payments in a foreign currency. Bottom line: they needed to partner with one solid shipping and logistics provider who not only understood and could fulfill their requirements, but also was actively involved in developing new, innovative ways to support their growth strategy. CEO of Traetelo, Federico Torres, explained, “We needed to find a company that could not only help us grow, but was also familiar with the regulations and policies involved with shipping to Latin America.”

## THE SOLUTION:

“After researching many options, we learned that DHL Express was the first international express company in Latin America and they have the largest infrastructure in the region,” said Torres. “When you combine their international expertise, along with the Company’s long standing relationships and extensive experience with Latin American countries, DHL Express was the clear choice for us to choose as a partner.”

DHL Express helped Traetelo design and implement an international shipping solution for its distribution center in Miami. By Using DHL XML Services, Traetelo was able

to integrate all DHL Express shipping functionality into its in-house applications. “We can create shipments, print labels, obtain tracking details and more – without leaving our own system,” said Torres. “This ensures great productivity and flexibility for our team and provides an easy way to work closely with DHL.”

Traetelo was also pleased at the ability of DHL Express to distribute its internet orders to customers quickly and efficiently throughout Latin America – offering next-day delivery to many destinations directly through the DHL Hub in Miami. Traetelo is now using International Express delivery services for exports, as well as Import Express for return shipments. The company also uses DHL Proview, which lets them monitor their shipments online, and in real time, by account number, status, shipment date, and more.

## THE RESULTS:

Since choosing DHL Express as its preferred logistics partner, Traetelo has been named as one of the fastest growing e-commerce companies in Latin America, according to Internet Retailer Magazine.

