



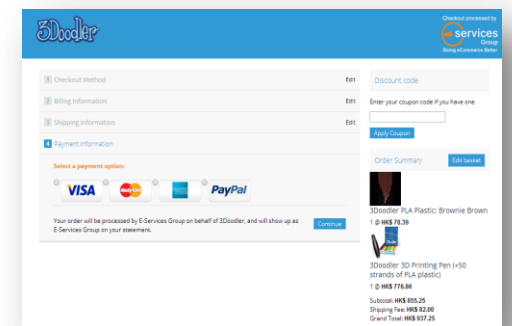
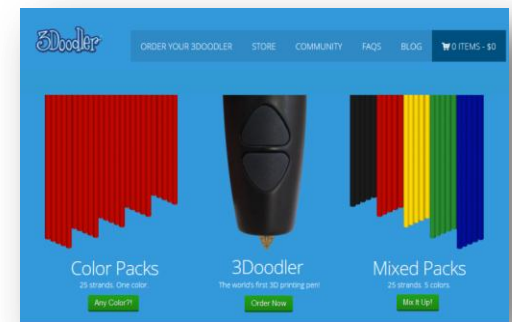
Expander: Opening the door to Global eCommerce for 3Doodler

The inventors behind 3Doodler knew there was a market for its revolutionary pens, and used E-Services Group’s expertise to help them unlock the worldwide potential.

Pete and Max, the inventors behind 3Doodler knew they had a winner when they created the world’s first 3D printing pen, allowing you to literally draw in the air. Everything was in place: they had a creative idea that everyone loved, a phenomenal Kickstarter success which had launched them into the public eye, a growing eCommerce site to showcase and sell the product, and stock rolling out of the factories for their customers. But with limited resources to support growth on a global scale they had a problem: how could they share this amazing product with people around the world without heavy investment in logistics and e-commerce infrastructure?

Cross-Border eCommerce

3Doodler was an instant success. The product’s initial Kickstarter campaign attracted over 26,000 backers from around the world and an enormous pledge of \$2.3 million (way beyond what they were asking for). But creating a great product and delivering it to people efficiently and cost-effectively are two very different things. 3Doodler found itself spending too much time on the details of its fledgling eCommerce service – particularly dealing with customer service enquiries, as well as understanding and coordinating the complexity of tax and duties charges around the world. All this whilst broadening the product offerings available on their website. Partnering with E-Services Group, using Expander to manage payments, order processing and fulfillment, took away the headache and the draw on resources.



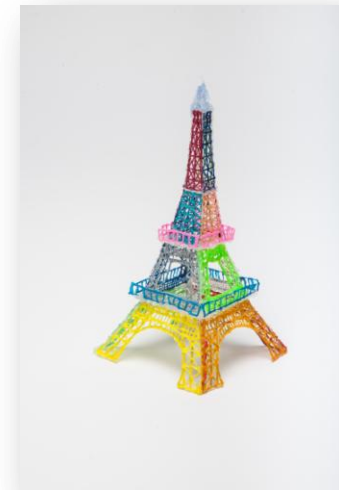
The Expander programme allows 3Doodler to sell direct from their website to customers in more than 195 countries, providing a fully localized experience, including local currency and payment options. The customer journey is seamless, with 3Doodler branding and tone maintained across all customer communications, and integration is straightforward.

Now 3Doodler can capture all of the sales enquiries coming through to their website, without the need for expensive local offices and infrastructure.

Expander helps 3Doodler keep their customers happy

By using the Expander service, 3Doodler have been able to take advantage of competitive fulfillment and shipping rates, reducing logistics costs and provide their customers a reliable, end-to-end experience. Customers are tended to by the friendly, knowledgeable, multi-lingual customer service team who work across the E-Services Group business, enabling 3Doodler to give their customers expert support around the clock. “As a young company, having a full service global logistics and customers support operation would have been outside of our reach without the support we get from E-Services Group,” says Daniel Cowen. “The team is responsive to our needs and provides great service to our customers. Our management teams are in constant contact, ensuring we do not lose touch with our consumers; and as we pay on performance, our goals are aligned which means they are as committed as we are about maximizing conversion and growing sales.”

Using Expander to handle its payment, order processing and fulfillment services meant that 3Doodler can focus on what they do best – creating amazing products that everyone loves.



“The Expander service is great for where our business is right now – we want to concentrate on growing the market for 3Doodler and creating new products.”

- Daniel Cowen, **Co-Founder 3Doodler**