



CIRRO

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A GROUNDED SOLUTION FOR A SUCCESSFUL E-COMMERCE GLOBAL LOGISTICS AND FULFILMENT

Text: Frank Calviño // Photos: CIRRO

Global logistics and fulfilment have become one of the main components of our current e-commerce industry. Not having a solid partner capable of helping you deliver your products across regions and continents could spell disaster for any brand. That is why brands like CIRRO are crucial for any e-commerce wishing to be successful nowadays. Today, we talked with Charles Lu, Head of Business Development CIRRO Fulfillment Europe, and Thijs Boots, Vice Managing Director CIRRO E-Commerce Europe.



CHARLES LU
HEAD OF BUSINESS DEVELOPMENT
CIRRO FULFILMENT EUROPE

Born out of experience

Perhaps one of the main reasons why CIRRO has become such a solid partner for global logistics and fulfilment lies directly in the way the company was created: as a solution born out of the combined experience of three founding members, who suffered and toiled through the complex scenario of global e-commerce logistics and fulfilment.

How was CIRRO founded, and when?

Charles: "CIRRO was founded in 2009. The founders come from a wide background as international e-commerce entrepreneurs. It was precisely due to their experiences as e-merchants that they thoughtfully designed, little by little, a trusted global logistics and fulfilment solution capable of catering to each business-specific need. They had the advantage of knowing the first-hand issues and pain points an e-commerce business face when setting up its logistics and fulfilment operation to "reach further." During these times, the founders realized one of the key elements for success in e-commerce and global commerce: trust, along the seamless fulfilment process."

And why is trust so vital for e-commerce?

Charles: "In the beginning, a global e-commerce marketplace like eBay, for example, required a bit of time for people to trust that the product order they placed online – and already paid for – would be a physical product delivered to their hands. So, buying online is fundamentally a matter of trust because you pay in advance and 'leave the store' – the e-commerce website – with no physical product but a promise that your item will arrive on a set date and time. That is why having a trusted partner for your logistics and fulfilment operations is vital. That's its attribute."



THIJS BOOTS
VICE MANAGING DIRECTOR
CIRRO E-COMMERCE EUROPE

And CIRRO is a trusted partner?

Charles: “Yes. We have the means and the knowledge to guarantee that we will do our job on time and, more importantly, with the quality required. No matter where you are, CIRRO can help your products reach their final destination and the hands of your customers efficiently and timely.”

What do you think is the reason behind CIRRO’s success, and why are so many brands trusting you?

Thijs: “We provide an ideal combination of cost-effectiveness and reliability, ensuring excellent value for money. But also, we are committed as a forward-looking business to achieving and offering holistic, progressing, thoughtful, and efficient logistics and fulfilment services. CIRRO stresses innovation and scalability, technology and security, collaboration and support, and partnerships and integrations for the clients that might need it. Thus, combining these characteristics makes CIRRO such an appealing proposition for brands that want to be successful globally.”

Charles: “Yes. We operate efficiently, providing value and boasting a global presence achieved through years of localized development and network establishment. Another noteworthy advantage is our strategic investment in building essential IT infrastructures, including a user centre, tracking portal, and WMS (Warehouse Management System). These form the core and foundational components of our operations. In essence, at CIRRO, we can independently deliver reliable end-to-end experiences to customers worldwide, which is possible by leveraging our internally developed technology and responsibly managed productivity.”

When you say ‘global,’ does this mean that CIRRO has a global reach logistics and fulfilment capacity?

Charles: “CIRRO Fulfillment started operations in the U.S. in

2009, has entered the European market since 2015 from the UK, and then quickly expanded to Germany, France, the Czech Republic, and beyond. Nowadays, we have become a global fulfilment solution provider spanning four continents with over 80 fulfilment centres.”

Thijs: “CIRRO E-Commerce owns over 40 logistics hubs across over 30 countries. Apart from that, CIRRO as a whole has over 15.000 clients and brands across the globe, from giant marketplaces to SMEs (Small and Medium-sized Enterprises) in the e-commerce sector doing both B2B and B2C/D2C. And the majority of our clients are global cross-border brands.”

So, you own your entire operation?

Charles: “For most scenarios of CIRRO Fulfillment, it is in-house. And that is something not all 3PL can claim. For example, in Europe, we currently operate fifteen fulfilment centres around Birmingham, three fulfilment centres in North Rhine-Westphalia, five fulfilment centres in the Grand Paris area, and many more to count.”

Thijs: “In the case of CIRRO E-Commerce, it is a slightly different story. We manage fully ourselves 15 logistics hubs spanning across Europe and our extensive network of over 100 logistics routes. Collaborating with top-tier local partners, we ensure the final mile delivery is handled by the finest local experts, bringing packages directly to customers’ doorsteps.”

To reach the clouds, you need a solid base.

To further consolidate its global expansion, CIRRO recently underwent a rebranding. This aimed to create consistent, strong, unified, and fresh brand targeting e-commerce sellers globally. As a direct consequence of this rebranding operation, CIRRO became the company’s official new brand identity.



I understand that you recently went through a rebranding initiative. Could you elaborate more about it?

Thijs: “Sure. We used to have four brands all around the world for separate businesses in different markets. And we wanted to solidify and unify our group and services globally. Since the beginning of 2023, we have launched CIRRO. Under CIRRO, we now have the CIRRO E-Commerce and CIRRO Fulfillment, respectively, standing for cross-border logistics and global fulfilment, the two modules we serve. CIRRO, the name, has a subtle connection with the brand heritage, a feathery-high cloud. Phonetically, it sounds close to ‘zero.’ This symbolizes the e-commerce parcel movement by air while lowering carbon emissions to minimize the environmental impact.”

And now that you have gone global with a rebranded name, what are CIRRO’s main competitive advantages? Why should any business use CIRRO?

Charles: “We are proud of ourselves as a global e-commerce infrastructure service provider. That means that, with CIRRO E-Commerce and CIRRO Fulfillment, we can cover all the demands an e-commerce might have to sell globally. We can help them do the first mile and last mile, send goods and products via road, sea, or air, and overall, we can facilitate the connection between our clients and their suppliers, clients, or both. CIRRO has a robust transportation network and infrastructure with over 100+ self-operated logistics routes, 40+ transit hubs, and 80+ fulfilment centres with 1.2 million m² of warehousing space.”

Thijs: “Also, we combine all the measurable resources with rich, unmeasurable industry know-how. Keep in mind that currently, CIRRO is processing over 1.2 million daily parcels for over 15,000 international e-commerce clients, and we have more than 14 years of industry experience with a clear customer-centred approach. This customer-centricity means that we believe in being a solution, a partner, and not imposing our e-commerce partners with conditions, but rather adapting our services to clients’ requests and even potential requests. We want our customers to enjoy a seamless experience with ease of integration on their side.”

This fundamentally differs from how big carriers or 3PL companies normally behave.

Thijs: “Yes. Most of the big names in the carrier industry push the clients to accept their own rules and practices. We do not do that. We support the client; we provide solutions that are bespoke to them. We do not say NO from the start, but ‘let’s find a way to make it possible together.’ it is a very different approach than the current industry standard.”

Tailored to your needs and with value and efficiency in mind

At the core of CIRRO’s success lies the pivotal blend of tailored solutions and an outstanding value proposition, serving as a critical differentiator. The company has to strive for balance, to provide a service at a reasonable price while keeping quality and flexibility. This sets them apart as a refreshing take on a complex

and sometimes ruthless industry, the logistics and fulfilment industry, in which the large players are used to enforce and push around small businesses to accept their standards and their way of operating.

CIRRO has decided to change this by becoming an e-commerce logistics and fulfilment provider that aims to provide a solution alongside its clients, listening carefully to all their concerns and needs.

Please highlight some of the services you currently offer for Europe.

Thijs: “Sure. Thanks to our expansive European network, we offer pan-European shipping, providing end-to-end e-commerce delivery services across European countries. We help our local clients quickly expand and ship products to important markets, including Germany, France, and the Netherlands. Our shipping times within Europe are between 2 and 6 working days. But we also offer returns services, and we all know that return logistics are fundamental for the e-commerce industry nowadays. Our returns solutions are optimized for domestic and cross-border shipments across 28 European countries. We handle returns in 15 local logistics hubs, conducting quality inspections and reshelving returned stock. You can pick us up at your warehouse upon request. This helps keep customers satisfied and costs low, enabling quick refunds or exchanges.

Charles: “Meanwhile, CIRRO Fulfillment focuses on omnichannel fulfilment services for various product categories: fashion, furniture, electronics, and more. Speaking of the European coverage, there are over 40 fulfilment centres with an area of over 500,000 m², including two intelligent fulfilment centres in the UK and Germany that use AMRs (Autonomous Mobile Robots). The services include inventory reception and verification, order picking and packing, shipping orders to clients, and managing returns and exchanges.”

Would you say that one of CIRRO’s key features is your commitment to providing tailored and bespoke solutions for your clients?

Thijs: “Yes. Within reason, of course. Our philosophy is not about seeking clients for our services but crafting the right services for our clients. While we may not claim to be the fastest, slowest but cheapest, or pricey, we position ourselves as the equilibrium – the balance of excellence. We are here to assist you with all your logistics and fulfilment requirements and empower you to scale up in the new geographic markets. We long for your trust just as we place our trust in you. With respect, expertise, and a discerning focus on maintaining the optimal value proposition in the ever-changing realm of logistics and fulfilment, we aim to strike the perfect balance.” ••

