



“We haven’t had to worry about updating something specific for a channel since joining Sellercloud. We’ve been able to add our products to more channels, which has created more business for us, and of course, more dollars. ”

- Aron Bauer, Channel Manager

A Sellercloud case study with Frankl Trading

sellercloud.com

How Frankl Trading automated processes, eliminated Excel worksheets and beat international competition to grow their business with Sellercloud



Industry

Jewelry



Founded

1970



Headquarters:

New York, NY



Company Size

12 Employees

Introduction

Frankl Trading, based in New York, has manufactured and sold jewelry since 1970. Since partnering with Sellercloud in 2010, they've been able to exponentially expand their online presence and now sell on some of the top e-commerce sites in the world, including overstock.com, Macy's, Sam's.

The challenge



As a company with established roots, adapting to an increasingly technical, digital world over time wasn't always the easiest. "We used to operate solely through [Microsoft] Excel worksheets," said Aron Bauer, Channel Manager for Frankl Trading.

com, Amazon, and eBay. Faced with increasing international competition from manufacturers in countries like China, for example, Frankl Trading has had to look to solutions like Sellercloud to rise above the rest.

"Because every channel we were on had different requirements," explained Bauer, **"we had to upload several different documents every day to those multiple channels.** Or if a channel changed something in their processes or systems, it was very difficult to stay on top of what needed to be done in a constantly changing environment like that."



The solution

Frankl Trading needed a partner that could help them simplify their selling online, especially on different marketplaces and channels. Sellercloud did just that, expanding their online presence and offering unparalleled customer service to help with the technical side of the industry.

Frankl Trading also moved to Shipbridge for all shipping operations and tracking. "It helps me print the invoices and keep everything sorted and organized," he mentioned.

The results

"We haven't had to worry about updating something specific for a channel since I can remember," Bauer says. "Because of things like that, **we've been able to add**

"Sellercloud was immensely helpful with getting our products onto eBay. It made uploading tracking numbers very, very easy."

- Aron Bauer, Channel Manager

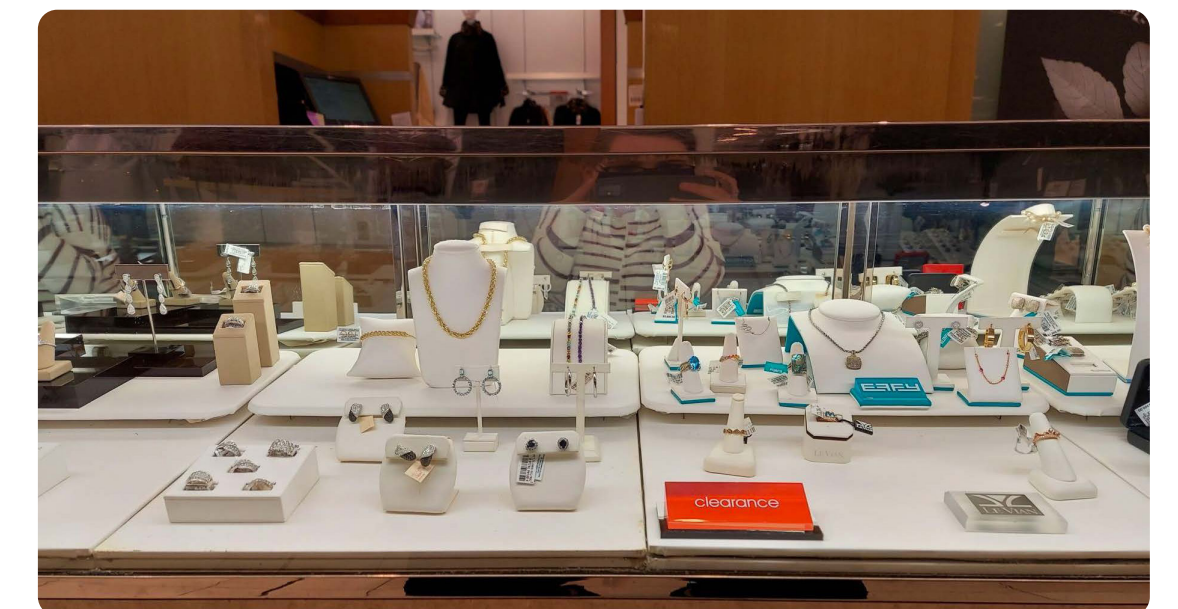
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We're manufacturers, not programmers. We needed to focus on growing our business and not the technical issues.

- Aron Bauer, Channel Manager

”

our products to more channels, which has created more business for us, of course, and more dollars from that." Aron Bauer, Channel Manager





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