

Affordable and reliable shipping is a must in providing top-tier service, and for small businesses like Hapa Designs, it's non-negotiable. It's all about quality and customer satisfaction for this brand, so to know that they've been a satisfied customer of OrderCup for many years, is something we're generally proud of.

Get artsy and personal with Hapa Designs



As a creative pursuit founded in 2016, the Hapa team has catered to all sorts of custom items and promotional products across different platforms, including [their website](#), Etsy, and eBay. Shirts, caps, pens, aprons, holiday ornaments, flags, mirrors, pet tags, face masks, bags, you name it. They can design and personalize it for you at very low prices.

But of course, to keep their services budget-friendly without compromising quality, Hapa Designs knew shipping should be affordable, too. However it was key that the shipping service be reliable too so as not negatively affect their brand.

In fact, rising shipping costs were eating into their margins and led them a few years ago to start looking for better shipping options. Prior to using OrderCup, they were shipping with multiple carriers,



How Hapa Designs saved 20% on their Shipping



and shipping was taking a lot of their team's time and energy, especially during peak periods. They were manually tracking orders from different online stores and creating labels with different providers, trying to figure out how they could simplify their end-to-end shipping process without breaking the bank. In fact, it's one of the reasons they've been **using OrderCup and Sendle for years**.

Sketching out solutions for bulk shipping hurdles

"We needed a full featured order management system that would pull orders from our online stores, and aggregate these orders in one place," Jonathan shared. The trial and error took a while, until they came across OrderCup and its built-in Sendle shipping in 2020, Sendle was a new carrier that just launched their services in the U.S. that time.

Savings and more delivery perks with OrderCup & Sendle

Jonathan and his wife randomly saw a Sendle and OrderCup -related post online and thought the price point was better than other providers, plus deliveries were **100% carbon-neutral**, so they decided to give OrderCup and Sendle a try and send a few packages.

Much to their delight, the process was really smooth and easy—from connecting their online stores through OrderCup, fetching orders across their stores, to generating the Sendle labels with the integrated shipping, and booking free pickups and tracking their shipped packages till they were delivered to their customers. They were able to save substantially on their shipping costs, about 20% on average, and were happy to pass most of these savings onto their customers, who were enjoyed the benefits, too.

Setting aside savings for other creative pursuits, Jonathan and his wife were able to use a lot of their savings for other fun, creative purchases, too—stuff they are equally passionate about.

"She has bought a nice guitar; I have purchased electronics. The savings are not inconsequential [because] the guitar my wife purchased was a Stratocaster, which was not cheap!," Jonathan enthusiastically told us.



Scaling up through customized shipping

OrderCup's configurable features stood out to Hapa Designs. "The ability to lay out packing slips and labels to fit our needs was a key reason we selected OrderCup," Jonathan said. In addition they were fully integrated with Sendle's tracking dashboard to provide detailed tracking information if needed.

Since using Ordercup, they were able to train all of their staff to use the new shipping system. It's been a game changer for the team as they're able to quickly scale up their shipping operations during peak periods.

Resolving issues quickly with responsive customer support

Another reason for Hapa Designs's loyalty towards OrderCup is their sharp and responsive 24/7 support team. In Jonathan's words, their incredible level of service was "unheard of these days."

"We had a mission critical failure over a holiday weekend a few years ago, and Ed from [OrderCup] support called me back within an hour. I was shocked. He got the issue resolved and we were able to print labels on time. I was sold at that point," he shared.

Getting positive words from customers about real-time tracking

Meanwhile, for Hapa Designs' customers, Sendle's free, real-time tracking feature is a handy ally.

"Our customers love the simple tracking numbers that Sendle uses. We have linked the [Sendle tracking page](#) to our shipping confirmation emails so that our customers can track their shipments easily," Jonathan elaborated. They can also access the Sendle tracking pages easily as they are integrated into OrderCup.

Welcoming rush orders with faster delivery options

With Sendle's most affordable shipping service, [Sendle Saver](#), you can send packages within 3-8 days. But of course, rush orders are inevitable sometimes. Thankfully, Sendle has 2-day and 3-day guaranteed delivery options, which make accepting time-sensitive service requests much easier for Hapa Designs.

"Our customers also like that we have been able to offer some 2- and 3- day guaranteed services to our shipping options," Jonathan reiterated..

Sometimes all it takes is trying something out

Jonathan decided to try out Sendle in 2020, not knowing what to expect, thinking it's just another carrier they would use for a while until another option comes in. Yet, here they are, four years later, thriving with thousands of packages sent with Sendle and OrderCup.

Hapa Designs' story - how they scaled up their operations, catered to more customers, and managed to get more time and money back since switching to OrderCup and Sendle - is another testament to our commitment to helping small businesses grow through simple, affordable, and reliable shipping, with no minimums, hidden fees, or peak season surcharges.





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Aside from the benefits mentioned, Sendle packages also come with protection against loss and damage called [Sendle Cover](#) (up to \$150 depending on the service). And if you need to insure your package for more, you have the option to utilize the built-in, low cost [OrderCup Insurance](#).

You can sign up for a [risk-free 30 day OrderCup trial](#) from our website. To explore OrderCup and Sendle services, [visit this page](#). To see the list of personalized items or promotional products you can order from Hapa Designs, [visit their store](#).