

A collection of various golf clubs, including drivers, irons, and wedges, along with several white golf balls, are scattered on a vibrant green lawn. The clubs are arranged in a way that suggests a golfer's bag, with some heads visible and others partially obscured. The background is a dense, bright green grass.

SHIP STICKS
**THE MASTERS OF
EFFICIENTLY SHIPPING
GOLF CLUBS GOES
GLOBAL WITH DHL**

"We found that our transit times are absolutely the best with DHL." Nick Coleman, CEO, Ship Sticks





“HAVING THE RIGHT SHIPPING PARTNER TO SUPPORT OUR INTERNATIONAL EFFORTS IS VERY IMPORTANT.”

Picture this: Your golfing foursome decides to do a golfing holiday in Ireland. When you arrive, you realize that the four of you can fit into the rental...but your golf bags can't.

Or this: You're planning a golfing holiday with three different locales. Then you think about having to schlep your clubs through three airports. Or: You fly to Scotland for a once-in-a-lifetime chance to play St. Andrews. You arrive. Your clubs don't.

Enter Ship Sticks, the U.S. company that replaces lugging, schlepping and possibly losing your golf clubs with shipping that carries an on-time guarantee, real-time tracking and, as one happy customer wrote, “a live person when you call and intelligent responses.”

Along with those clubs, Ship Sticks can also ship luggage, skis and snowboards – just about anything a sports enthusiast might want.

THE CHALLENGE

It's probably no surprise that both Ship Sticks' CEO, Nick Coleman, and COO, Geoff Skoch, are golfers. The company, founded in 2011, is headquartered in West Palm Beach, a part of Florida where golf courses are as plentiful as sunny days.

"We did our full rollout in 2012 and have experienced triple-digit growth ever since," says Nick. And ever since Ship Sticks launched its international platform in 2015, that has been the fastest-growing segment of the business.

The United Kingdom, the Republic of Ireland, Europe, New Zealand, Australia and Canada are all high-growth markets for the company. Ship Sticks' promise is to deliver your clubs to your hotel or other final destination on time, intact, with a minimum effort on your part and continuous tracking updates.

"Needless to say," says Nick, "having the right shipping partner to support our international efforts is very important."



THE SOLUTION

DHL has become that partner—not only because of the superior transit times, but also for what goes into achieving those: an expertise in the ins and outs of shipping internationally.

"We were not familiar with how international trade worked, and really relied on the DHL knowledge base when we were building our business model," says Geoff.

Since DHL operates in 220 countries and territories worldwide, there's virtually no destination a Ship Sticks shipment is going to that DHL hasn't already been to.

"OUR VALUE-ADD IS OUR HIGH LEVEL OF CUSTOMER SERVICE," SAYS NICK, "AND DHL HELPS US DELIVER ON THAT IN EVERY WAY."

"Every international market they're dealing with has its own requirement and guidelines for incoming shipments," says Justin McMahon, DHL Sales Manager for Florida. "We navigate all that for Ship Sticks, so that they can focus on their customer experience."

When customers schedule their shipment on Ship Sticks' website, Ship Sticks is the customer-facing contact throughout the process. Behind the scenes, the DHL "engine" is running, generating pickup information (from any address customers designate) and shipping labels.

The DHL tracking system ensures that both Ship Sticks and their customers can follow their shipment to its destination. And then DHL does it all in reverse, when customers are ready to ship their bags back to the United States.

RESULTS

"Our value-add is our high level of customer service," says Nick, "and DHL helps us deliver on that in every way."

As another happy Ship Sticks customer wrote: "I got a phone call after pickup of my clubs, a call to make sure they'd arrived at their destination, a call to be sure they were picked up again, and a call after they arrived back home safely."

Some of Ship Sticks' happy customers are also famous ones: Colin Montgomerie is among the professional golfers who have used the service. Ship Sticks now has relationships with more than 3,500 golfing facilities globally.

Taking the guesswork out of getting your golf clubs to your international destination helps to make the journey as pleasurable as the destination. "At DHL, we like to say that we connect people and improve lives," says Justin. "This is one way we help people have less stress, so they can be on top of their game."

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