



Case: Velvet gloves for sensitive fruits.

More than just fruits dipped in chocolate: luxury chocolate-coated strawberries by express. It takes a fair amount of skilled craftsmanship to make the delicacies, to which Munich-based firm Frailice GmbH has dedicated itself. But that's not all: a fast, reliable transport service as well as good packaging are required to deliver these sensitive fruits in fresh condition and in their full beauty to customers.

Munich business Frailice*, based in Stockdorf near Munich, creates genuine works of art out of strawberries and chocolate. It has therefore captured the hearts of foodies throughout Germany. In addition to outright bon vivants, its customers also include numerous companies on the lookout for something special to serve at parties or events.

Set up in 2018, Frailice launched its online store for these exclusive chocolate-coated strawberries to coincide with Mothers' Day 2019. It is therefore the only provider on the German market that also ships the fruits. Since October 2019 Frailice has opted to rely on services provided by GO! when shipping its products.

The company based in Stockdorf near Munich currently employs 20 people. They make these premium products meticulously by hand in this craft business dedicated to the strawberry. For the berry coating Frailice only uses the finest Belgian chocolate from sustainable sources. Decorated with gold leaf, dried flowers, nuts and coconut, the chocolate-coated strawberries are transformed into genuine, filigree works of art. New flavour creations keep on coming. There is a choice of nine classics and varying seasonal collections. Frailice even offers to make custom chocolate-coated strawberries for private and business events or for bulk buyers. This means that customer requests all the way to branded fruits can be actioned.



Narrow time slot in which to ensure high freshness factor

The berries are freshly made on the day of shipping, prepared for transport and picked up by couriers from GO! Munich on the same day directly from the Frailice facility. They are delivered chilled and by express directly to the consignee anywhere in Germany on the requested delivery date.

Transporting these sensitive fruits poses several challenges. "When we ship these chocolate-coated strawberries, we are not only shipping a perishable product that has to be permanently cooled, but also a very sensitive one. Strawberries bruise very quickly at the slightest vibration and any resultant moisture can put the entire box at risk", Hanna Hofmann, Brand Director of Frailice, explains. Designing the packaging therefore took the most time during the start-up phase. The designer boxes feature inserts, which absorb any vibrations during transportation. This box is then placed in the actual shipping carton, which is fitted with insulation material and an icepack. This icepack chills for up to two days. So, the process needs to be very fast.



Given that standard shipping via the competition does not eliminate these risks to the product, Frailice is increasingly opting to partner with GO! Express & Logistics. "What was requested was a reliable, fast service provider, also able to provide a service at weekends and especially at times when shipment volumes are traditionally high, e.g. prior to public holidays or Mothers' Day", Christian Steindl, from the GO! Munich sales team, outlines.



Frailice inputs its order, stating pick-up day and time, into the GO! customer portal. The couriers then pick up the parcels as requested and deliver them by overnight express. "If a consignee is unable to take delivery, we are notified either by phone or email. A really big bonus is our personal contact with the GO! Customer Service team, which reacts flexibly and immediately to any changes at short notice", says Hofmann.



Increased cooperation planned

Frailice rates the premium quality, reliability and value for money provided highly: "We are incredibly satisfied with the all-taken-care-of package that GO! provides us with – all employees and couriers are very friendly, helpful, understanding and patient." Frailice is looked after by a personal contact, who is familiar with the products and its particular requirements. "GO! gives us a one-hundred per cent success rate – not once has a parcel of ours got lost or been delivered too late. Its express shipping service gives us absolute peace of mind", says Hofmann. By placing all downstream procedures in the capable hands of GO! after the goods are made ready to ship, employees can dispense with going to a par-

cel service provider – clearly taking the pressure off the company's processes. That and the extremely low rate of complaints about the products offset the higher costs for express shipping.

Frailice is planning to increase the percentage of express deliveries, particularly for special occasions and public holidays, and therefore increase customer satisfaction as well. Frailice is also contemplating shipping abroad in the long term.

*Frailice is a composition of the two French words "fraise" (strawberry) and "délice" (delicacy) and is therefore pronounced as if it were a French word.

About Frailice

Frailice was set up in 2018 and is the first German online store selling luxury-quality and -look chocolate-coated strawberries. 20 employees produce numerous collections as well as seasonal surprises at the manufactory in Stockdorf near Munich. To meet standards of maximum freshness, Frailice only uses carefully selected strawberries, which are processed and shipped straightaway on the day of purchase. Its customers include both private individuals and businesses alike.



About GO! Express & Logistics

GO! Express & Logistics is Europe's largest independent provider of express and courier services. The global partner network was established in 1984 and currently comprises over 100 GO! stations in Europe. Around 1,400 employees and 1,700 drivers and couriers work every day to enable the transport of more than 9.2 shipments per year (2021)



Under the motto "beyond limits", GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.

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