

A High Flying Partnership

NPC Europe is licensed to distribute Safe Skies Patented TSA locks and other Safe Skies travel accessories in Europe. Spearheaded by Paul Richards, NPC Europe has ambitious plans to take the business sky high and add a range of quality travel accessories that will also fly under the brand name Safe Skies.

Paul Richards is no newcomer to selling online. In 2004 he took a hotel reservation service and extended its offering by introducing a range of travel accessories, books, guides and maps that were sold on the company's website.

Several years ago Paul Richards was selling on other third-party platforms but had already a positive experience with amazon.co.uk and, as he puts it, 'fully understood how important it is to maintain good sales practices because the integrity of Amazon is at stake.' He goes on to say that customers shop on Amazon over competitive sites because of their greater confidence in Amazon.

Getting started with FBA was simple

With its new range of Safe Skies Patented TSA locks, NPC Europe took the conscious step to check out how cost effective Fulfilment by Amazon could be for its business. A call to the Amazon Business Development Team produced instant results. As Paul recalls enthusiastically 'There was no premium rate telephone number or the need to deal with a host of different individuals. It was always totally professional and the attitude positive – "we want you, we will help you, let's get the stock and get selling!"'

As a result, in September 2009 NPC Europe sent 25 out of its range of 122 Safe Skies Patented TSA locks to Amazon's fulfilment centre. Paul Richards was impressed by just how smoothly the whole operation went. 'The process of moving stock from our own warehouse to Amazon FBA was so easy, and the majority of system changes were automated. To get 75 lines and a total of 1,900 products into Amazon FBA mode took less than a day. Once the stock had been boxed and then collected by our courier, it was on sale from Amazon's FBA centre within three working days!'

Cost savings and increased sales - all at the same time

The business benefits and pay off soon became apparent as NPC Europe was able to make cost savings and grow sales simultaneously. As Paul explains, 'Whilst there are increased costs involved in Amazon FBA, we were able to compensate by cutting out some of our expenses. Because we no longer need to pick and pack the orders, pay our stationery supplier for as many envelopes, paper, and rolls of tape, and of course pay the shipping ourselves (and deal with non-deliveries, etc), any additional costs in time and money are fully justified. At the same time our sales have risen nearly fourfold, a remarkable increase and for so little effort.'



Paul Richards, director NPC Europe Ltd.

Products

Patented TSA locks and other Safe Skies travel accessories

History

2008 — Began selling on Amazon.co.uk

2009 — Joined FBA

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Piggybacking on the Amazon philosophy

Paul Richards attributes the sharp increase in NPC's sales to the way Amazon and Fulfilment by Amazon are structured and their prime focus on the customer experience. He is clear about why he believes FBA has helped him be so successful so far.

'The biggest incentive for joining the FBA programme may be understood by considering how the customer benefits. First and foremost, the customer trusts the Amazon brand more than us. We (NPC Europe Ltd) may advertise a similar shipping time, returns policies etc, yet consumers do not automatically accept this. Amazon's words are not taken for granted; the consumer does not need to even read any promises; it is just accepted. Because Amazon may ship their own inventory with the Safe Skies Patented TSA Luggage Locks and from one Amazon warehouse, consumers benefit from one easy checkout, the order delivered in one package and typically qualifying for free shipping. Without FBA, if they wanted such a variety of products including ours, two separate transactions are necessary. Our shipping costs would need to be paid for somewhere, either included in the price or charged separately. Because the customer does not need to worry about such matters, we believe this has opened the floodgates and the resulting near fourfold increase in sales.'

With FBA the sky's the limit

Asked about his plans to expand the business wider into mainland Europe, Paul replies energetically 'We started selling on Amazon.de in March 2010. Other exciting plans include adding a feature to the new website allowing the consumer to design their own Safe Skies TSA lock, which may be added to the range in the future.'

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With a great entrepreneurial spirit, Paul does not hide the fact that he wants to be the largest FBA merchant in the UK and even Europe and find and successfully bring to market new products never sold on Amazon before.



Although admitting to being a little anxious at the beginning, specifically about the extra costs and perceived complexities of the FBA programme Paul Richards now realizes somewhat amusedly that 'any such concerns were unwarranted.'