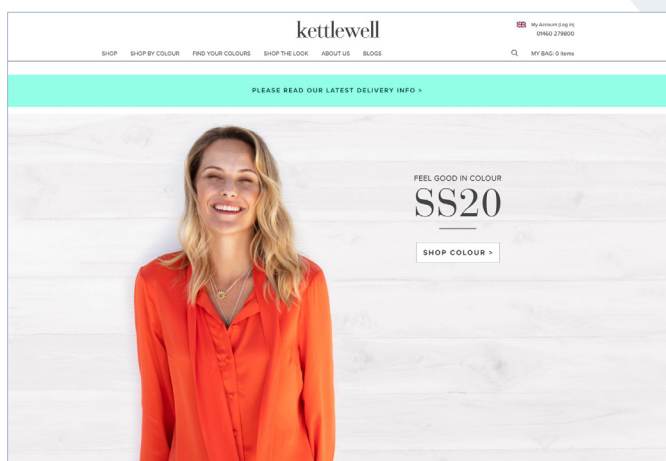


Silent Printing reaps rewards for Kettlewell Colours



The Challenge

Following the decommission of a legacy system, fashion retailer **Kettlewell Colours** needed an efficient delivery management solution that would help bridge the technology gap, producing shipping labels and documentation on demand while integrating with its carrier partner, Royal Mail.

After conducting a review of several market offerings, including Royal Mail's Click & Drop feature, Kettlewell Colours opted for Intersoft's **Intelligent Shipper solution**, following a recommendation by its eCommerce platform developer, **Webselect**.



“Intersoft were a great partner on this project. Onboarding was straightforward, and Intelligent Shipper is a simple, robust system; everything basically ‘just worked’ as documented. On the odd occasion when I did need assistance, the Intersoft support team were responsive and very helpful.”

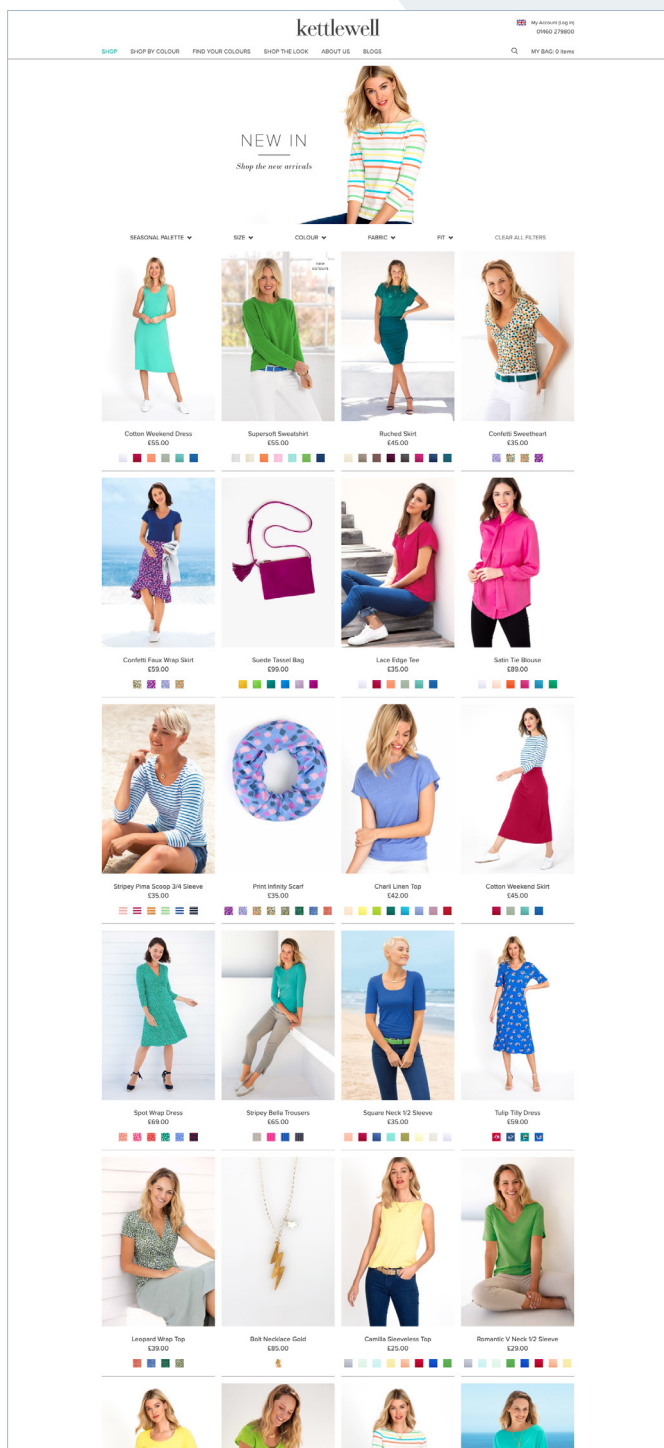
Mark Bell, Developer

Webselect

The Solution

Intersoft worked closely with Webselect to develop an API and Silent Printing method that would facilitate the automation and production of Royal Mail shipping labels and associated shipping documents.

Once the shipment is booked via the Intersoft API, a locally installed app bridges the gap between the retailer's Intersoft account and the printing hardware, instantly printing the labels to the correct printer. Silent Printing offers retailers and developers an alternative way to get the shipping labels to the printers, rather than using a PDF or PNG image and importing it into their own systems and processes, Silent Printing does this for them.



The Result

Implementation of the Silent Printing service for Kettlewell Colours and integration with Royal Mail via Intersoft's Intelligent Shipper solution, enabled a seamless transition from the retailer's legacy system to a new, more efficient label production and shipping method. Silent Printing offered Kettlewell Colours a marked improvement on its previous solution, which only worked with batch import files. Labels are now produced in milliseconds, rather than the 10 seconds required by the old system.

"Intersoft and Webselect integrated a great dispatch solution for us at Kettlewell Colours. We now dispatch packages to 30+ countries with the minimum of fuss. The system is intuitive and really straightforward to use. Of particular ease is the automatic production of CN23 custom labels speeding up dispatch to our fastest growing market, the USA. Intersoft and Webselect were very professional at the integration process, with both parties understanding that a simple and timely solution was the objective. At no point did we have to get involved to 'bang heads' together. Both companies started out and finished on the same page a rare feat in my experience of these type of integrations."

John Nicholson, Owner

Kettlewell Colours