



Press release  
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### **New 'EasyTrade' service simplifies logistics for Trade Me sellers**

For many sellers on Trade Me, storing, picking, packaging and dispatching orders is a time consuming and expensive part of their business. It's a job that has to be done right as the remedial costs from mixing up an address, packing an item badly, or shipping the wrong product to the customer can far exceed the price of the goods shipped.

To help Trade Me sellers focus more on the essential parts of their business, such as buying, selling and marketing, Brightstar NZ and Tradevine have joined together to create a new and unique fulfilment service offering called "EasyTrade".

EasyTrade combines the expert warehousing and shipping services of global logistics giant Brightstar with the superb multichannel e-commerce software that Tradevine has developed for Trade Me sellers and New Zealand retailers.

The new service recently went live with its first customer - Trade Me Top Seller, "Bouncingzombies" – who says: "I've been storing and shipping my own stock for years and it's been hard to take time off. With EasyTrade all I need now is my laptop and the internet and I can run my business from anywhere and anytime, safe in the knowledge my stock is being professionally handled and shipped to my customers."

Prior to establishing a partnering relationship it was coincidence how Brightstar and Tradevine met: both companies happened to be working on the same fulfilment proposition for Trade Me sellers.

Peter Montgomery CEO of Tradevine explains: "We found that we were both fielding fulfilment enquires from Trade Me users, and realised that we could work together to bring the EasyTrade service to market. Linking our respective software makes for a great user experience – the minute an order is taken on Trade Me it flows into Brightstar's system for immediate packing and shipment".

Jamie Cormack, General Manager of Brightstar NZ says: "We're excited to roll out this new fulfilment service to the Trade Me selling community. By channelling our experience and expertise into the SME market, we see a great opportunity to help smaller Kiwi enterprises enjoy the benefits of a world class logistics service while taking away the headaches and distraction that running their own supply chains can entail."

EasyTrade is available through Brightstar Ph 09 374 2000 <http://www.brightstarcorp.co.nz/trademe-e-commerce-easytrade> or Tradevine Ph 0800 990 990 <http://www.tradevine.co.nz/tradevine-and-brightstar.html>

### **About [Brightstar](#)**

Brightstar is a global distribution company focused on enhancing the performance and profitability of its customers' products. As a global leader in outsourced supply chain solutions, Brightstar brings the best of our global reach and supply chain best practices to the local New Zealand market. Brightstar is privately owned business with \$6 Billion annual revenue in over 53 countries worldwide. Brightstar services stretch right across the supply chain, from product sourcing, inventory management; third party logistics, retail marketing and customer care; delivering a unique to end-to-end supply chain solution.

### **About [Tradevine](#)**

Tradevine is a Christchurch based online multichannel e-commerce solution with inventory management that is integrated with Trade Me, Brightstar and Xero. We help our customers to focus on what really matters: sales, sourcing and marketing.

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### **Editor's Notes:**

Tradevine is a multichannel e-commerce software solution that assists online sellers and retailers with managing sales and inventory across multiple internet marketplaces. Tradevine is fully integrated with Trade Me and will this month, release Shopify integration for webstores. Other integrations include Xero for accounting, Brightstar for fulfilment and New Zealand Post for shipping.

The company, founded by Christchurch entrepreneur Peter Montgomery, began its life developing an online sales and inventory solution in 2010. After the disruption caused by the February 2011 earthquake, a strategic decision was made in March 2011 to pivot Tradevine into supporting Trade Me sellers and retailers. The company plans to expand Tradevine later this year by integrating with other major online selling platforms to help Australasian SME's sell more efficiently online.

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