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## Shipwire appoints warehousing exec and opens warehouse in Canada

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*Don Davis*

Topics: [Electronic commerce](#), [Logistics](#), [Manufacturing](#), [Online shopping](#), [Warehouse](#)

Shipwire Inc., which provides online retailers with outsourced warehouse and shipping services, has appointed logistics veteran Saul Smith as vice president of warehouse operations and opened its first warehouse outside the U.S. in Toronto, the company said today.

Smith joins Shipwire from Superba, a manufacturer and distributor of apparel, where he oversaw the distribution and shipment of more than 20 million product units per year and coordinated Superba's international system of manufacturing, logistics and distribution centers. Superba was recently acquired by Phillips-Van Heusen Corp.

"Very few people in the world understand warehousing and shipment as well as Saul, and our merchants are already seeing the benefits of his talents," says Shipwire CEO Damon Schechter. "Shipping and storage have always been the missing links in e-commerce for small businesses."

"My vision with Shipwire is to level the playing field and give these under-served businesses a partner that understands the global movement of goods and buying power to compete in the cut-throat global supply chain," Smith says.

Shipwire opened today a 2-million-square-foot warehouse in Toronto, giving it a total of more than 4 million square feet of space in three warehouse facilities, the company says. The other two warehouse facilities are in Chicago and Los Angeles. The company says it serves more than 30,000 online retailers.

Shipwire also provides a web site, Shipwire.com, where retailers can sign up for warehouse space. The Sunnyvale, CA-based company charges monthly fees based on volume of inventory and number of shipments. For 16 cubic feet of storage space and eight items shipped per month, for example, the monthly fee is \$29.95. The fee rises to \$79.95 for 64 cubic feet and 24 shipped items, and to \$159.95 for 256 cubic feet and 60 shipped items. (After arranging to store merchandise at Shipwire, retailers make their own separate arrangements to ship their merchandise to Shipwire warehouses, where Shipwire handles shipping to end-customers.)

Shipwire provides links from retailers' online order management systems to its warehouse and fulfillment systems to immediately receive order information entered by shoppers at its clients' web sites. There are no additional set-up fees, a spokeswoman says. As previously reported, Shipwire recently received \$4 million in funding from Meakem Becker Venture Capital.

### Comments