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## Shipwire's e-fulfilment integrates with eBay

Shipwire, an emerging international force in e-fulfilment for small and medium-sized businesses, has added to its appeal by establishing closer links with eBay. The company has launched a free eBay shipping tool that connects online merchants' eBay accounts with their Shipwire accounts.

eBay sellers are already prime targets for the company, which provides a comprehensive warehousing, picking, packing and despatch service for e-retailers, and this step is seen as helping to cement these customer relationships. To attract new users, the company is offering a limited-time free trial of the system.

The tool includes an online wizard, and the company says that once connected, merchants can seamlessly sell on eBay and fulfil orders with Shipwire, both domestically and abroad.

The international capability is seen as a particular strength. According to Nate Gilmore, vice-president of marketing and business development: 'With our eBay fulfilment, sellers can cut up to 75 per cent off the cost of eBay international shipping.' The company says it is already planning further bases in more countries.



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Shipwire was founded in Palo Alto, California, and has bases there and in Reno, Chicago, Toronto and Vancouver, plus a presence in the UK. It claims to offer the only service of its kind that instantly integrates with shopping carts and inventory management systems.

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