



A family business that quickly expanded abroad

## UPS, bringing Mexican flavors around the world with Kalan Obleas

Any product that indicates that it is of artisan origin, denotes a special meaning that shows the cultural expression of a country, region or town. Exporting artisan mexican products is increasingly required by small and medium businesses that, thankfully by e-commerce, have reached new markets.

Currently the consumption of healthy products is a priority for many people; under this concept and with the idea of satisfying the demand for a healthy snack, Kalan Obleas emerged.

Kalan Obleas is a family business, which was born in 2018 in the city of Monterrey, Nuevo León and which sells wafers,

a typical Mexican product, which also includes healthy ingredients, with 11 traditional flavors such as walnut, coconut or red fruits. These dairy-free amaranth wafers are made with ingredients of plant origin, making them a product for everyone.

The company started by distributing the product domestically and quickly decided to make their way abroad. Currently they export to 10 countries: Bolivia, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Panama and Venezuela; and they are finalizing the process to export to Spain and Paraguay.





## Delicious flavors from one shipment!

When they began to export, they noticed that it was critical to improve the delivery times of their shipments, since an order could take up to three weeks to reach its final destination, a situation that complicated internal processes as well as customer satisfaction due to the waiting time for the arrival of your order.

When demand for the product grew, they realized that they needed to make their deliveries more efficiently with faster processes and without neglecting the quality of the service, therefore, they began to evaluate logistics solutions to improve transit times to other countries.

In his search for export solutions, UPS was his first choice among logistics companies for shipments abroad.

Its sales channels are: distributors with points in the Mexican Republic and different healthy stores; while orders from abroad are received through social networks and its online store, which reports a higher volume of international orders. Sometimes they have even received orders from countries such as China, Dubai, Singapore and Switzerland.

“Before, we sent the product to the United States and from there to other destinations and it took a long time to reach the end customer. There were many issues along the way, we must not forget that we talked about customs procedures; But the operation changed a lot, because now that UPS helped us design the supply chain, they go to the distribution center and our clients receive their orders in four days, that makes a person, receiving so fast, is encouraged to buy other boxes, so our clients are returning”, assures the commercial director of Kalan Obleas, Natalia de la Torre Guzmán.

**“We liked that in addition they pick-up the orders, travel by plane and the product arrives intact. With all the full service package we feel that we are in the right hands to be able to grow outside of Mexico”, commented Andrea de la Torre Guzmán, marketing and social media manager of Kalan Obleas.**



## Happy customers receive their orders in perfect condition and on time

These orders arrive on time thanks to the UPS Worldwide Expedited™ service, which guarantees scheduled deliveries of shipments in 2 to 5 days to more than 220 countries and territories, up to your customers' doorstep, including customs clearance; all backed by UPS WorldShip®, software that makes it easy to process shipments, comply with regulations, and reduce errors by not having to manually reorder.

The creators of Kalan Obleas assure that since they started working with UPS, their logistics were simplified, so they were able to grow. “The process now is that I assemble my order, deliver it to UPS and I can be sure that it will arrive very quickly and in very good condition; customers contact us when their order arrives intact and are very satisfied. For all of us in the e-commerce business, being able to reach different parts of the country is exciting, but being able to reach different parts of the world is even more exciting”, concluded Andrea de la Torre Guzmán, marketing and networks manager Kalan Obleas social media.

This is how each package of 60 grams, with 50 wafers, arrives with unique flavors to different parts of Mexico and the rest world, standing out for its flavors and the experience of receiving a Mexican product to the door of your home; while the Kalan Obleas team has visibility from start to finish of shipments, through notifications with the support of the UPS Quantum View® Manage technology tool.

This is a great example of how SMEs can reactivate or boost their sales with the support of e-commerce and with the help of a logistics company that advises and supports them throughout the process, to ensure that their products and deliveries arrive on time and in excellent condition around the world.

**“The first month we started to export with the help of UPS, we made about 300 shipments, and the following month we made 800, the growth was extremely large and has been sustained; We expect to ship even more orders next month, reaching 14 destinations already. As an SME you always think that it is complicated, that it is very difficult to reach a client on the other side of the world, but after meeting UPS I can say that it is very simple”, concluded María Laura Guzmán del Villar, CEO of Kalan Obleas.**



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