Solar Recover was founded on a happy accident. While a tennis pro in the scorching climate of Southern California, Michael Zausner, founder and owner of Solar Recover, discovered that the natural spray he developed to rehydrate his skin also soothed sunburns and prevented peeling better than anything he had ever used before.

Zausner’s discovery led to the creation of Solar Recover in 2000 and market testing of the company’s flagship “Save Your Skin” product at The Hamptons resort in New York. The small business, with a passionate staff of three full-time employees and 10 part-time employees, manufactures a variety of natural skincare products from a small factory in a residential neighborhood in Port Washington, New York.

Solar Recover sells its products through retailers across the United States, and online from the company’s website, www.solarrecover.com

Challenge

How to handle more shipments with same small staff?

Solar Recover has experienced considerable growth each year since it was founded, but as with many small businesses, growth presents new challenges. One such challenge was dealing with increased shipping volume as the company expanded into additional retail sales outlets.

Zausner realized that his company had grown beyond simply calling UPS each time it had an outbound shipment. Solar Recover needed regular, scheduled pickups as well as technology to
automate the shipping process to make it simpler for his small staff to process and account for the growing number of shipments.

**Solution**

**UPS WorldShip**

Early on, Solar Recover’s shipping volume was small enough that the company simply called UPS when it had a package to ship. But that didn’t keep the UPS driver, Pete Pastor, from making a big impression on Zausner and his employees when delivering to the company or occasionally picking up an outbound parcel.

“Pete is such a nice, friendly person and a very dependable delivery driver, so it was just natural to get to know him. We really do consider him a part of the Solar Recover family,” said Zausner.

Solar Recover’s shipping volume was growing, so Zausner turned to Pastor when he realized the company needed to upgrade its shipping capabilities. Pastor connected Zausner with UPS sales representative Rebecca Howard to tailor a solution to fit the company’s increased shipping needs.

“Since we first started working with her, Rebecca has been very helpful and an important part of helping us grow,” said Zausner. “She approaches her position in a caring and personal way that makes us feel like our business is more than just a job for her.”

UPS worked with Zausner to determine that Solar Recover’s shipping volume had grown large enough to begin using UPS WorldShip®, the company’s premier shipping system with more than 550,000 customers worldwide.

For example, WorldShip reduces shipping label errors by using Solar Recover’s existing customer data to process shipments. It links with Solar Recover’s accounting system to share shipping cost data for client billing to make accounting more efficient. WorldShip also provides access to web-based UPS services like Quantum View® Manage which enables Solar Recover to track shipments and to automatically notify customers via e-mail to let them know where shipments are and when they will arrive. WorldShip allows Solar Recover’s employees to manage all shipping activities from their computer desktops, including tracking and delivery verification.

**Results**

UPS WorldShip has made Solar Recover’s shipping much more efficient, according to Zausner, who said the company can now process up to 50 orders in the time that it previously took to process 10. The software is also easy to use, enabling even the company’s part-time employees to quickly begin using it to streamline the shipping process. Solar Recover may have begun with a happy accident, but Zausner and his team have used hard work and dedication to grow it into a successful small business. UPS has provided a human touch and technology to support its growth along the way.

“Our shipping volume has grown as our company has grown, and UPS has been able to accommodate that growth every step of the way,” said Zausner.

—Michael Zausner

Founder

Solar Recover