



Endicia Powers an Integrated Shipping Solution for Shopify Merchants

Now merchants can manage their shipping and tracking within the Shopify software, increasing productivity and enhancing the user experience

MOUNTAIN VIEW, Calif., September 28, 2015 — Endicia, the leading provider of ecommerce shipping technologies and services, today announced that Shopify, a cloud-based multichannel commerce platform, now uses Endicia technologies to offer direct access to U.S. Postal Service® shipping solutions. By integrating with Endicia, Shopify can now provide U.S.-based merchants with the ability to manage and print USPS shipping labels for domestic and international orders directly from Shopify's admin.

This is the first time Shopify has offered built-in, direct access to USPS® services, so merchants no longer have to access a third-party application to manage their shipping via the U.S. Postal Service. The integration will help streamline the fulfillment process and eliminate the need to copy and paste shipping or tracking information outside of the Shopify platform. The solution also allows sellers to take advantage of cost-effective services from USPS, like package tracking, discounted parcel insurance and affordable shipping options like Priority Mail Flat Rate® Boxes.

"Through the integration with Endicia, merchants can now directly create and print USPS shipping labels," said Louis Kearns, Director of Product and Merchant Solutions at Shopify. "By providing the USPS shipping label feature, we're increasing productivity for our merchants, enhancing the user experience and saving merchants time and money."

"Shopify and Endicia are committed to improving the selling experience for online retailers and consumers alike," said Harry Whitehouse, CTO and co-founder of Endicia. "It's important that Shopify sellers are able to ship their products quickly or they risk losing return customers and future sales. This integration provides hundreds of thousands of Shopify users an efficient and seamless shipping solution."

About Endicia

Endicia, a leading provider of shipping technologies and services, offers solutions that help ecommerce businesses, small and large, run their operations more smoothly and function more successfully. Endicia also provides seamless access to U.S. Postal Service® shipping services through integration with more than 250 partner applications. A trusted partner of the U.S. Postal Service since 1987, Endicia has printed more than \$12B in postage. Headquartered in Mountain View, California, Endicia is part of Newell Rubbermaid's global portfolio of leading brands. For more information on Endicia products and services, visit www.endicia.com. For ecommerce and online shipping tips, visit <http://online-shipping-blog.endicia.com>. Follow Endicia on Twitter at [@Endicia](https://twitter.com/Endicia).