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Furo Systems develop electric bicycles and scooters, which are not only aesthetic with a high performance, but are highly affordable. Already comfortable in their ability to design and manufacture their product, Furo approached Kinara to better their operation with regards to shipping the goods from their origin, through to local warehousing and finally onto the end users doorstep ready for use. Kinara put their knowledge and experience to work.

Through outsourcing the global and local logistics to Kinara International, Furo found themselves with more time on their hands to do what they do best – marketing, sales, promotions in order to help society transition into affordable electric means of transportation.

The following technologies are deployed to support Furo Systems' operations; Webview portal to view real-time stock in the warehouse, Order portal to place customer orders which are pushed right through to a picker on the warehouse floor; Bulk order upload feature for booking in pre-sold stock. The next step in the journey is a full integration from the Webshop right through to the fulfilment.

Distribution began in the UK and very rapidly expanded into mainland Europe. By having all of the stock held in one location, and negotiating discounted rates with carriers such as UPS & DHL, we could achieve better control and cost savings. Most recently with the surge in demand for electric bikes during COVID-19 we were able to scale up our operations to continue to deliver and service the demand.

“By allowing Kinara International to take care of our logistics, we found our overall efficiency increased as we can now take more time looking after our customers and our products.

The Kinara team have always been very responsive and adapt fast to any requirements we ask of them. This gives us the trust to continue working with them, as we are very satisfied that all of our requests are clearly understood and tackled immediately.

We have had an exceptional experience to date with Kinara International and our only advice to them is to keep up the good work and maintain the high standards that we've enjoyed!”

– Albert Nassar, Founder

