

# RETAIL LAB



## START-UP OF THE WEEK Global-e

**FOUNDED** March 2013

**INVESTMENT** Privately funded

**FOUNDER** Amir Schlachet, Shahar Tamari, Nir Debbi (pictured)

**RETAIL PARTNERS** Liberty and Astley Clarke

**WHAT IT DOES** Global-e is a cross-border ecommerce platform that helps retailers expand into international markets by offering customers a localised, seamless online shopping experience.

The start-up helps retailers tailor ecommerce offers for international markets by supporting local currencies, payment methods and providing multilingual checkouts.

The platform also provides multiple shipping options as well as local duty and tax calculations, supporting more than 50 currencies and 30 payment methods.

Global-e co-founder Nir Debbi says: "Retailers are looking to drive growth by targeting shoppers overseas, but a major barrier has been poor customer experiences for international shoppers resulting in low conversion rates."

"Global-e is designed to deliver simple and localised ecommerce experiences to increase international growth for retailers."

### WHAT PROBLEM IT SOLVES

It integrates into a retailer's online offer so international customers are transferred to Global-e's platform when they begin the purchase process.

Global-e allows retailers to outsource international payments without incurring significant cost.

A retailer pays a small percentage on each of its international sales and there are no monthly minimum charges or fixed commissions.

More information [www.global-e.com](http://www.global-e.com)

# Castorama unveils super energy-efficient store



Kingfisher-owned DIY retailer Castorama has unveiled a green store in France that produces more energy than it consumes.

The shop in Antibes in the south of France features double insulation, low-energy air conditioning and variable

LED lighting that dims or brightens in accordance with the amount of natural light.

Kingfisher director of group property services Crispin Burridge said: "We continue to trial initiatives to reduce our property portfolio energy intensity and then to find ways of delivering low or zero-carbon energy."

"Our latest store in Castorama France demonstrates this strategy in action and what is ultimately possible."

Castorama's Antibes store has been designed as a template for testing sustainable construction techniques and was reopened last month after two years of development.

The original store was made up of five separate buildings, which have been redeveloped into two and 90% of site construction waste was recycled.

The store's main building features 13,400 sq ft of photovoltaic solar panels on the roof, making it 'energy positive', according to French thermal regulations and based on the store's annual energy consumption.

Photovoltaic solar panels are being rolled out across Kingfisher's distribution centres and in selected stores across the UK and France. The DIY giant also plans to adopt the



Castorama's green store produces more energy than it uses

renewable energy technology to the majority of the 10 countries in which it operates.

The solar panels were first installed at Screwfix's head office and contact centre in Yeovil in the summer, where they now generate a third of the complex's power.

In December Kingfisher, which also owns B&Q, announced a £50m investment into renewable energy and in the UK it is aiming to reduce energy consumption from the national grid by 10% in the next two years.

GRACE BOWDEN

## Pinterest adds price-drop notification to app

Pinterest has added price drop notifications to its platform that will let users know when their buyable pinned products have been reduced in price.

The site will notify users of savings they could make on products they have pinned through an in-app notification and email. Shoppers can then follow the link in the notification straight to the product they have pinned and purchase it immediately.

The tool was introduced to Pinterest's platform following research into user behaviour, which found that shoppers often

waited for prices to drop on products they were interested in before they made a purchase. Pinterest has more than one million items with reduced prices on its website.

Pinterest product marketing manager Sarah Shere said: "I don't think it's a unique psychology to Pinterest, but we tried to build a shopping experience that worked for that customer experience – discovering a product, waiting for the right moment and then completing the purchase in a seamless way."

