



Our reference
in the field of
cosmetics and
personal care.

Case Study: The Proactiv Company.

The Proactiv Company's success story is not complete without the German and Austrian markets. A direct response company, The Proactiv Company entrusted Hermes Germany from the very start to ensure quick deliveries and satisfied customers.

The customer: a global player.

The Proactiv Company is one of the biggest names in direct response television (DRTV) and is active in 61 countries. Founded in 1988 in California, the company provides a high-end assortment of products from the beauty, skincare, wellness and entertainment segments. With multiple award-winning products and campaigns, The Proactiv Company was pivotal in shaping the DRTV world.

The objective: dependability and speed.

It goes without saying that a global player such as The Proactiv Company is present in the important markets of Germany and Austria.

The Proactiv Company needs a reliable and resourceful partner to pick up goods at its distribution center in the Netherlands for subsequent distribution in Germany and Austria.

That is why the team from California has placed its trust in Hermes Germany since entering the market in the two countries—a move that was a major factor in The Proactiv Company's success in the region.



‘Reliability and quick delivery are the main ingredients for satisfied customers.

With Hermes, we can be sure that an average of 80 percent of our packages will reach their recipients within one day upon leaving the distribution warehouse.’

Matthias Epp
Managing Director, The Proactiv Company



The result: better service for customers.

Hermes Germany receives all packages destined for Germany and Austria directly from the The Proactiv Company distribution center in the Netherlands. They are transported directly to the target countries, where they are distributed among the individual delivery regions and taken to their recipients.

With extensive experience specializing in deliveries to private households for business-to-consumer sales, Hermes Germany knows the needs and preferences of its customers well.

In partnering with Hermes, The Proactiv Company is taking advantage of this expertise. Consequently, they can offer their customers a number of convenient services. Customers can, for instance, choose directly on the The Proactiv Company’s website whether they would like home delivery with up to four delivery attempts included.

Alternatively, they can choose to have the package sent to a local Hermes ParcelShop.

Returns are also very convenient for customers. The items can be sent directly from a Hermes ParcelShop to The Proactiv Company or be picked up directly at the customer’s door.

This unique closeness to the customer and easy access is provided by over 14,000 Hermes Parcel-Shops in Germany alone. There are an additional 1,400 locations in Austria—fully covering both urban and rural areas.

Our services:

Hermes Germany

- Delivery of parcels to consumers
- Over 14,000 ParcelShops for picking up and dropping off parcels
- Up to 4 delivery attempts to private households
- Best in test according to German product testing association Stiftung Warentest
- Independently-certified performance report

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