

# How This French Brand Quickly Increased Sales & Simplified Delivery with Faire

F A I R E

## Scrollino

### Ludmila & Sylvain Favardin

#### Founders

Based in France

The team at Scrollino saw an immediate impact on their sales after joining Faire. Within months of joining, 60% of the brand’s wholesale business became generated by Faire.



“Today, about 60% of our sales come from Faire.”

Based in France, Scrollino is a paper and novelty brand founded and operated by Ludmila and Sylvain Favardin. Their leading product is one they invented themselves: the Scrollino®, a revolutionary rewinding book now sold in more than 600 shops across 35 countries and translated in seven languages. Their eco-friendly and 100% compostable collections include design stationery, beautifully illustrated stories, kids learning tools, activities, and fun games.

The Favardins started selling their line in France in 2016 and saw initial successful at trade shows. However, as the company continued to expand, they found it increasingly difficult to communicate with customers and fulfill orders while maintaining a busy schedule of events. We spoke with Founder and Director Sylvain Favardin about how Faire helped the brand overcome challenges in their business and increase sales mere months after joining.

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Scrollino started selling on Faire in May 2021. Sylvain admitted he was initially nervous about joining Faire due to concerns that the brand wasn’t ready for the U.S. market. These fears were quickly put to rest when he saw how quickly he could increase sales and simplify fulfillment with Faire. “We didn’t expect anything, [but] now I am very happy,” Sylvain said. Scrollino saw a huge impact that dramatically changing the way they do business less than six months after joining the platform.

“Our strategies have changed because we’ve learned so much from Faire,” according to Sylvain. For starters, the team’s been utilizing Faire’s shipping tools to quickly prepare orders and stay organized. Sylvain easily prepares packing slips for every order and can respond to questions more efficiently.

Sylvain always found fulfillment to be the most stressful aspect of running the business—and he says Faire has made it a lot easier.

In the past, the Scrollino small team had a hard time following up with customers. Now when a retailer contacts him, Sylvain sends them to order directly through Faire to create the best experience for everyone. Faire handles payment processing and order confirmation emails on Scrollino’s behalf. Plus, Sylvain can offer Faire’s terms and benefits, like free shipping, to motivate retailers to buy more.

Adding Faire as a sales channel has enabled Sylvain and team to spend more time on creating new products. They even skipped one of the big trade shows in 2021 because they were so busy fulfilling Faire orders.

Sylvain’s also seen a noticeable increase in orders to the United Kingdom in spite of concerns about Brexit. And though they were initially concerned that they weren’t ready for the U.S. market, Sylvain said they’ve started doing business in the United States. Retailers that they met in the U.S. as long as three years ago have even found them again on Faire and placed new orders.

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## The future is local.

Sell on Faire