

Case Study

Client: hexTronik Ltd., trading as HobbyKing.com
 Location: Hong Kong
 Segment: eCommerce retailer

About HobbyKing

HobbyKing is a Hong Kong based eCommerce site predominantly selling remote control products such as planes, helicopters, drones and accessories. Founded in 2005 in Hong Kong by Anthony Hand the company targets the market with competitively priced models while still offering quality, performance and service.

HobbyKing has products for all age groups, for newcomers to experts in the world of modelling. They also own brands OrangeRx, Turnigy and Duraflly.



The company launched gradually in local markets with the opening of regional warehouses. It has its headquarters in Hong Kong and six warehouses in Australia, Brazil, Hong Kong, Netherlands, UK and USA.

Challenges faced

In Hong Kong the company's warehouse carries its entire product range of over 25,000 SKU's, the majority of which are small to medium sized toys and parts. With such a major range and a global clientele, HobbyKing are constantly facing challenges such as:

- Manual product dimension measurements
- Parcel size calculation in the backend
- Differences between calculation and real parcel size

"Problem resolution through Bedal" by Susanne Stier, Logistics Manager

"We selected Bedal because of its capability to integrate with our existing system. Bedal helped us by increasing the accuracy of our product dimensions, order size calculation and parcel size calculation. We were also able to implement a standard box size logic in order to standardize packing globally. Getting the dimensions right at the warehouse level enables us to negotiate better shipping rates with a range of carriers and most importantly we save a lot of man hours by eliminating manual measurement checks."



"Our finance teams would benefit because they no longer need to reconcile carrier statements. The data captured from Bedal would help our pricing team take crucial decisions when it comes to setting the right pricing models, without the risk of losing on freight costs."