

Vimex Flower from The Netherlands to the World: **Empowering Global Sales with Axerrio.**



Executive Summary

Founded in December 2023 by Kamiel Disseldorp, Vimex Flower is a nimble exporter of fresh, airfreighted flowers operating with a lean team of 6–10. Processing 100% of its sales through Axerrio, the company has automated global operations and achieved rapid growth—recording a **33% sales increase in just 13 months** and exporting to more than **30 countries worldwide**.

Kamiel's 7 years of prior experience with Axerrio was the decisive factor in choosing the solution, as his deep industry knowledge confirmed that Axerrio was a must-have for sustainable growth. This digital transformation is now critical for the company's expansion into the USA and future sourcing channels in South America.

Company Background & Challenge



Founded:
December 2023



Founder:
Kamiel Disseldorp



Team Size:
6-10



Markets:
Middle East, Asia, Africa, Caribbean, and recently started with the USA.



Vimex Flower specializes in daily airfreight shipments of fresh flowers, operating in a highly competitive, consolidated market.

The challenge was to maintain personalized service and high quality while managing complex, 24/7 operations and meeting global customer demand.

The Challenge & Objectives

The Challenge:

Intense competition and market consolidation.

The complexity of handling 24/7 orders from multiple channels (web, phone, email, app) while ensuring real-time data on auctions, supplier stock, and pricing.

Objectives:

Automate sales and order processing to reduce manual tasks.

Be able to have more clients through online sources.

Maintain **high-quality, personalized customer service**.

Scale operations quickly to support international expansion.

The Axerrio Solution

Axerrio was implemented immediately at the company's founding, driven by Kamiel's extensive background with the software. Key features include:



Real-Time Data & Automation:

Live updates for pricing, auction results, supplier availability, and stock levels.



24/7 Global Access:

An integrated webshop along with tools like Skype and WhatsApp that allow orders to be placed anytime, anywhere.



Automated Documentation & Order Processing:

Seamless generation of export documentation, label printing, and order allocation.



Strong Partnership:

Kamiel's experience and ongoing collaboration with the Axerrio team have not only ensured that any issues or product needs are swiftly addressed but have also strengthened the overall partnership—driving continuous improvements to the solution.



The best benefit is to make the sales as easy as possible, and we can reach a lot of people by using the shop e-commerce everywhere around the world 24-7, so we can grow that way, and without that we can't do business like we do now or we're going to do like that. I would recommend this tool to others in the industry if you have the chance, for sure.



Kamiel Disseldorp,
CEO, Vimex Flower

Impact & Results

Thanks to Axerrio, Vimex Flower has dramatically improved its operational efficiency:

Sales Growth:

Increased
sales
+33%
in 13 months.

Market Expansion:

Grew from
operating in
one
country to
30+
countries.

Operational Efficiency:

Minimal Staffing: The system enables the business to run with just
2 sales staff
(instead of a potential 3-4 without the software).

100% Sales Automation

Every sale is processed digitally, streamlining the entire workflow.

Sales Growth:

The platform is critical for the company's recently
expansion
into the
US market.

"Vimex Flower has redefined global exports - our sales surged by 33% in 13 months, and our reach expanded from one country to over 30 + countries worldwide all through the power of Axerrio."

Growing Beyond Limits: Your Future with Axerrio

Vimex Flower's journey shows how leveraging Axerrio transforms global operations—automating complex processes, boosting efficiency, and driving rapid growth. Discover how Axerrio can revolutionize your business too.



**Contact us today
for a personalized
consultation.**