

Taking on Tariffs

fulfillrite
LAUNCHBOOM





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Shipping in 2025: What's New?

Tariffs are becoming more common.

International trade was either free or inexpensive prior to this year. Tariffs are making it expensive for the first time in decades.

The de minimis customs exemption is gone.

Small packages under \$800 used to be able to go into the U.S. without tariff customs charges. As of August 29, 2025, this is no longer true.

Europe is changing VAT rules.

This is increasing the complexity of compliance when it comes to international shipping.





Tariffs: Top 4 Things to Know

1. Tariffs are taxes on imports.

They're paid when goods arrive at the border. If not paid, goods can't go to their destination.

2. Rates vary based on country of origin and product type.

Tariff rates vary based on type of product and country origin. Product types are based on HS Codes.

3. Tariffs will increase your landed costs.

Landed cost is manufacturing + freight + tariffs/duties + VAT + brokerage + shipping to customer (postage + supplies + 3PL fees).

4. Tariffs are subject to change.

Rates have changed 20 times in the year 2025-to-date alone.





Calculating Shipping Costs

1. Use landed cost calculators.

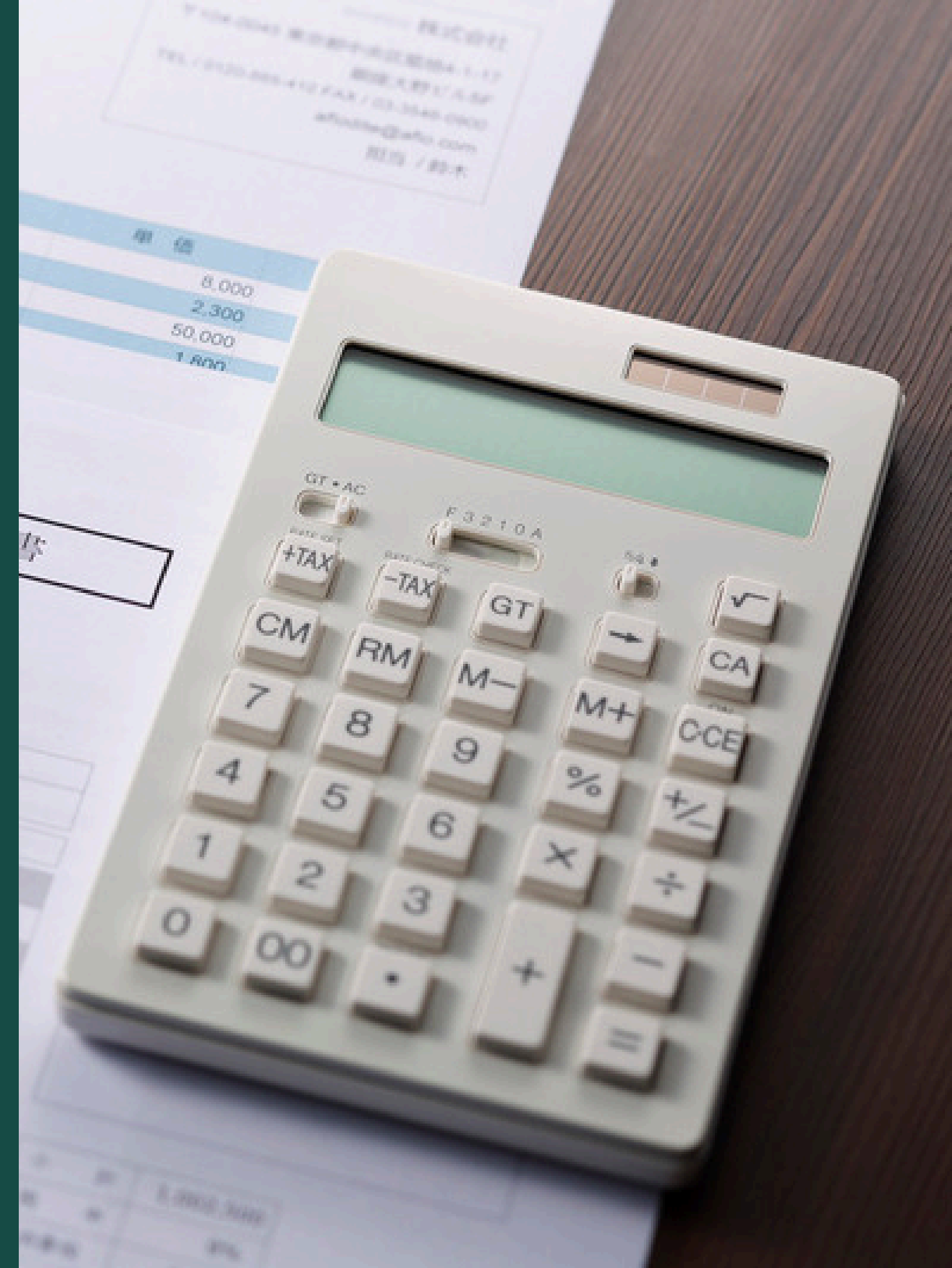
Use [SimplyDuty](#) to get a quick estimate of your shipping costs. For postage estimates, check carrier tools like [USPS Retail Postage Calculator](#), [Pirate Ship](#), or [Easyship](#).

2. Use the right HS code.

Changes in materials, design, or software can shift your product into a higher-duty category. When in doubt, ask a customs broker.

3. Make backup plans.

Don't try to predict the future. Plan for multiple different outcomes. Map out three shipping cost scenarios: optimistic, realistic, and pessimistic.





Tariff-Friendly Sourcing

1. Find the lowest price place to manufacture.

Landed cost is king: the total cost of a product including the manufacturing, freight, tariffs, shipping, and anything else required to bring the product to the buyer.

2. Design for tariff cost reduction.

The way you design and package your product can make a big difference in the tariff rate you pay.

3. Distribute inventory into different regions.

If you're sending hundreds or thousands of rewards around the world, it's often cheaper (and faster) to ship bulk inventory to local fulfillment centers in each region.





Fulfillment Costs

1. Figure out who pays for customs: you or the customer.

With DDP (Delivered Duty Paid), you pay all duties and taxes upfront. With DDU (Delivered Duty Unpaid), customers pay for duties and taxes.

2. Choose the right order fulfillment centers.

They know how to handle customs, often offer better shipping rates, and can take care of the more complicated steps so you don't have to.

3. Decide how to split inventory across regions.

Shipping from one location works, up until it doesn't. If most of your orders are headed to the U.S., EU, or Australia, storing inventory in those regions can cut shipping costs and delivery times.





Managing Risk

The most business-savvy creators plan for different scenarios to make sure they come out on top even if the tariff rates change.

Plan for what you would do if:

- Tariffs hold steady.
- Tariffs increase moderately.
- Tariffs increase a lot.

There are lots of ways to source and ship. Being flexible will help you take advantage of opportunities and avoid threats.





Launch Checklist

(This is a good time to take a screenshot!)

Pre-Launch

- Research and confirm HS codes
- Get tariff rate quotes from freight forwarders
- Calculate landed costs for US, EU, & other major markets
- Identify backup suppliers in different countries
- Reach out to international 3PL providers
- Draft backer communication templates for shipping updates and potential delays

Live Campaign

- Monitor trade policy news for tariff changes affecting your products
- Update shipping cost calculations if trade policies change
- Communicate any shipping timeline changes to backers within 48 hours
- Track actual pledge patterns and adjust inventory planning

Post-Campaign

- Confirm final HS codes and tariff rates before placing manufacturing orders
- Finalize your choice of freight broker
- Provide backers updates every 2–3 weeks



Additional Resources

(Another good time to take a screenshot!)

- [Harmonized Tariff Schedule Database](#) for HS code lookups
- [SimplyDuty](#) for tariff calculations
- [CBP CROSS Rulings](#) for binding US tariff rulings
- [EU TARIC Database](#) for VAT and duty rates in Europe
- [Freightos](#) for freight cost estimates
- [ThomasNet](#) for finding manufacturers



Why Fulfillrite?

We provide **order fulfillment** for eCommerce and **crowdfunding**. We specialize in shipping small, lightweight items within the **USA**.

We've been around **since 2010**—almost as long as Kickstarter itself.

If you're curious, here's some more info about us:

Case Studies: [Calamityware](#), [Creative Beast](#), [Level 99 Games](#)

Reviews: [Trustpilot](#), [Google](#), [Shopify](#)

We've helped thousands of Kickstarter creators and we'd love to help you too.

Thank you for your time!

Need help with order fulfillment or
tariffs?

Here's how you can get in touch.

Email

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Website

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