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From heatable slippers to a minty breath ball for your dog, online store LatestBuy has products with a difference from around the world.

Gizmos & gadgets

LatestBuy is the first Australian online shop dedicated to offering the latest gadgets, toys and lifestyle products that have limited availability within Australia.

The Internet business was set up in Perth in 2003 by brothers Darren and Shaun Campbell, who identified the retailing opportunity after working in the United Kingdom. They began by testing the concept while working part-time from home. Now, four years later, they employ eight staff and have their own dedicated warehouse and office operation.

"Our concept is about finding unique and interesting products that are difficult to obtain through traditional retail channels," explains Darren.

LatestBuy currently offers more than 400 gizmos and gadgets, including the For Real Spider Catcher, Disco Ball Alarm Clock, Heatable Slippers, the Globright Welcome Mat and the Minty Fresh Dog Breath Ball.

According to Darren, the success of the online store is due to the distinctive, quirky nature of the product range and the fact that LatestBuy provides a secure, fun website for customers.

Delivery is also considered one of the pillars of its success.

"We endeavour to despatch goods on the same business day as an order is placed. With the help of Australia Post we can often have goods delivered as fast as the next business day," says Darren.

The relative isolation of Western Australia actually works in the company's favour. "Due to the time difference, we can take a customer's order at 2pm Eastern Standard Time and have it on an overnight service for next day delivery."

LatestBuy uses Australia Post's Express Post eParcel and Post eParcel services for the vast majority of its domestic deliveries.

"We can track our eParcel deliveries online and get signatures on delivery, which are great features offering security and confidence to us and our customers," says Darren.

The company also uses Australia Post's International Customer Assisted Documentation Service (ICADS) for reaching its international customers.

ICADS provides an electronic documentation solution for customers sending out large volumes of international parcels.

"ICADS enables us to import address files and automatically print address labels and customs documentation," says Darren. "It has definitely saved us time and improved our efficiency."

For more information on ICADS or Post eParcel please contact your Australia Post account manager.

For more information www.latestbuy.com.au.



JUST BEAT IT!

LatestBuy sells a drum kit with a difference: battery-operated drumsticks that save crazed drummers from being banished to the garage. Known as Rhythm Pens (\$19.95 a pair) they are not for shy or retiring types – turn them on, hit the air and the beat can be heard in a room full of people, although they're not as loud as an ordinary drum kit. "They're big with kids but also with 18 to 45-year-old grown-ups because everyone's always wanted to be a drummer," says LatestBuy's Darren Campbell, who sold more than a thousand pairs in a month.