



## Customer Story: International Military Antiques



If you've watched movies like Saving Private Ryan or Dunkirk then you've likely seen authentic props provided by International Military Antiques (IMA).

Now the largest military collectibles business in the world, IMA got its start when founder Christian Cranmer inherited his father's collection of 300 antique weapons. The inheritance really piqued a passion in Cranmer.

Since 1965, IMA has sold military weapons of all type, ranging from 17th century flintlock pistols, to World War II-era Italian General military uniforms. Collectors, props masters and history buffs can all count on IMA for unique finds.

But selling weapons online, even deactivated antiques, can pose formidable shipping challenges.

Alex Cranmer, IMA's CEO and frequent expert guest on the History Channel's Pawn Stars, explained the company's delivery needs and how ShipperHQ has helped IMA master complex shipping scenarios.

For example, some of IMA's collectibles are restricted. A machine gun - even the entirely safe and deactivated non-firing ones that IMA sells - cannot be exported out of the United States without a license from the Department of State.

*“ ShipperHQ keeps us legally compliant. I rest easier at night knowing they have our back.”*



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And while IMA employs a knowledgeable fulfillment workforce that manually reviews all exports, ShipperHQ is still IMA's first line of defense to catch any errors.

"ShipperHQ has saved us man hours," said Cranmer. "We no longer have to cancel orders when we can't legally ship an item, or contact customers after they've ordered because we need to update their shipping quote."

By utilizing shipping groups in ShipperHQ, IMA prevents customers outside the U.S. from ordering a deactivated machine gun, or other restricted items. And because IMA includes messaging at their checkout about these rules, shoppers can easily understand what is and isn't allowed to be shipped to their location.

The "antique" in antique gun is also vital. Guns manufactured in 1898 or before are considered antique. But guns manufactured in 1899 or after are considered firearms and require a license in most U.S. states.

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And antique guns aren't the only items that pose their own shipping challenges.

Take, WWI and WWII daggers, for example. Some have built-in brass knuckles, which as you can guess, are prohibited in certain states. Again, the powerful combination of ShipperHQ's shipping groups and IMA's knowledgeable warehouse staff create a strong line of defense against an accidental (and costly) shipping snafu.

But ShipperHQ hasn't just helped IMA master complex shipping scenarios for their products; they've also helped improve IMA online shopping cart's native shipping options.

Previously, IMA were unable to differentiate between small and light items, and items that cost more to ship. With ShipperHQ's Dimensional Rules, they can now easily differentiate between mailing a small decal and a heavy antique firearm.

According to Cranmer, the ability to charge reasonable shipping rates based on the size and weight of the item immediately increased conversions.

"ShipperHQ has helped us provide a better, cleaner user experience. And in our niche industry, when customers are happy, they tell a friend."

We encourage you to explore [International Military Antiques](#) excellent website. And the next time you're watching a war epic, be on the lookout for authentic military collectibles. Chances are, you'll be seeing IMA's merchandise in action!



If you're experiencing unique shipping challenges like IMA, start a **30-day no-risk free trial** to automate your own shipping with ShipperHQ.



Learn More at [ShipperHQ.com](#)