



## Passport to Unveil Winter 2026 Product Release to Power Predictable & Profitable Global Ecommerce Growth

**New AI-driven capabilities—showcased in a live product demo—will help fast-growing brands move from reactive firefighting to controlled, predictable global operations**

[Palo Alto, CA – February 2026] — Passport Global, Inc. (Passport), a global ecommerce solutions provider helping brands sell and ship internationally with confidence, today announced its upcoming Winter 2026 Product Release—a major evolution of Passport Global designed to help brands navigate an increasingly complex global commerce landscape with greater clarity, control, and resilience.

As tariff volatility, shifting de minimis rules, tighter VAT enforcement, and rising customer expectations continue to reshape international commerce, global expansion has become far more than a shipping decision. It now requires real-time intelligence across data, compliance, finance, logistics, and customer experience. Passport’s Winter 2026 release directly addresses this reality.

*“Global commerce is becoming more complex every quarter, and reactive tools simply aren’t enough anymore,” said Alex Yancher, Co-Founder and CEO of Passport. “We’re building Passport to be fundamentally AI-forward—using intelligence to prevent failures before they happen, surface risk earlier, and help brands make better decisions in real time. This release moves international operations from reactive problem-solving to predictive control.”*

### From Reactive Operations to Predictive Global Infrastructure

The Winter 2026 release, an expansion of products & solutions since Passport’s successful [Summer 2025 release](#), introduces new AI-driven capabilities designed to prevent revenue-blocking failures before they happen, improve conversion through accurate landed costs, and proactively surface issues that would otherwise degrade customer experience.

New capabilities include:

- **AI Chat in Passport Portal**, an intelligent, in-portal assistant designed to help teams quickly access shipping data, troubleshoot issues, and resolve questions without waiting on manual support
- **AI-Powered HS Code Classification**, improving customs accuracy, reducing delays, and eliminating manual classification effort
- **Proactive Exception Alerts**, giving operations teams immediate visibility into shipments that need attention—directly from the Passport Portal



- **Enhanced [Passport Portal](#) capabilities**, giving teams better visibility, control, and confidence as they manage global operations

These innovations are embedded alongside Passport Global's existing duty-paid delivery, localized checkout experiences, and in-house logistics network—providing brands with a single operating system for global commerce.

In addition, Passport is now a **listed carrier within Shopify**, enabling merchants to view international shipping performance directly in the Shopify admin, trigger workflows and customer communications based on Passport tracking events, and deliver a more controlled post-purchase experience—without relying on disconnected tools or manual reporting.

## **Building on Momentum Across Marketplaces, Returns, and Compliance**

This release builds on Passport's recent global expansion milestones, including its [UK market launch](#) and its announcement as an [official TikTok Shop partner in the UK](#), helping brands sell on one of the world's fastest-growing social commerce platforms without setting up local entities or managing complex compliance requirements.

As part of the Winter 2026 release, Passport is expanding support for:

- **Global Returns**, enabling brands to manage international returns back to the U.S., including duty and tax refunds in key markets starting with Canada
- **TikTok Shop in the US (and UK)**, including Merchant-of-Record services to remove banking, tax, and regulatory barriers
- **Merchant-of-Record capabilities**, allowing brands to expand instantly while Passport handles global tax, compliance, and regulatory obligations

For brands already scaling globally, these capabilities are delivering measurable impact.

*“Passport has played a critical role in our global growth by enabling us to operate locally in multiple markets, unlocking B2B and growing our returning customers by 46%,”* said Lukas Noritzsch, CFO of **Glamnetic**. *“Launching on TikTok Shop required more than just a go-live—it required local expertise and operational confidence. Passport had already earned our trust through years of in-country enablement, so bringing them in for this expansion was an easy choice.”*

Together, these capabilities help brands unlock new growth channels, improve customer satisfaction, and reduce operational burden—without black-box pricing, forced markups, or platform lock-in.

**Join the Winter 2026 Product Release Webinar**



Passport will showcase these new capabilities and more during a live product launch webinar on February 25, 2026 at 8am PT / 11am ET, offering a firsthand demo at how Passport Global is helping brands grow 6X faster internationally with greater predictability and control.

The webinar will cover:

- What's new in AI-powered shipping and compliance
- How Passport is enabling faster expansion across markets and marketplaces
- Real-world examples of how brands are reducing friction and increasing conversion
- What's next on Passport's product roadmap

Registration is now open. [Sign up to attend](#) the Winter 2026 Product Release webinar on February 25.

## About Passport

Founded in 2017, Passport is a global ecommerce solutions provider that empowers brands—including Comfrt, FabFitFun, Ridge, Ogee, OneSkin, HexClad, and Glamnetic—to grow profitably and confidently in over 190 markets. Combining AI-powered technology, in-house logistics, and expert compliance and growth support, Passport delivers a flexible, transparent approach to international expansion—from cross-border delivery and in-country enablement to marketplaces, returns, and global tax compliance.

For more information, visit [passportglobal.com](https://passportglobal.com).

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