



**FIDELITONE™**

## **PET HEALTH & WELLNESS**

### **ROBUST MULTI-CHANNEL ORDER FULFILLMENT**

—  
leading brand keeps pace with fast-growing order fulfillment demands while meeting logistical needs, building cost efficiencies, and powering growth



Omnichannel Success Case Study

Discover the results achieved by partnering with FIDELITONE—a supply chain services provider who has the experience, technology, processes, capabilities, and values to deliver a high-performing omnichannel solution.

**IMPROVED**

**TRANSPORTATION COST SAVINGS -  
OVER \$150,000 ANNUALLY**

**SERVICE LEVEL - 99.9% ORDER ACCURACY**

**SIGNIFICANT SAVINGS** by leveraging shared workforce and warehouse capacity compared to leasing, running and staffing an entire fulfillment center



800.475.0917  
fidelitone.com



The demand for pet health and wellness products is soaring. This popular pet health and wellness company was handling order fulfillment in-house. First selling direct-to-consumer, they were expanding into retail channels.

They needed a strategic fulfillment solution to support fast-paced business expansion that would continue to engage loyal customers through fast turnaround and exceptional service.

## KEY CHALLENGE

This client needed to outsource fulfillment and warehousing to a 3PL who could support their volume, needs, and scale with the brand as they grow. They knew they wouldn't be able to keep up by handling fulfillment in-house, especially with added growth in ecommerce and retail channels, building on their direct-to-consumer roots. Demands for space, labor, and technology all threatened to hold them back.

The right-fit 3PL would provide strategically located fulfillment centers that could deliver shorter transit times to customers, minimize cost of inbound transportation and drayage, and be in close proximity to their co-packers. They also needed a 3PL partner who could provide value-added services in addition to fulfillment—creating variety packs, kits, and retail displays. The right partner would be large enough to execute and small enough to care.

**100,000**  
**orders**  
**per year**

**EARNING CUSTOMER LOYALTY**



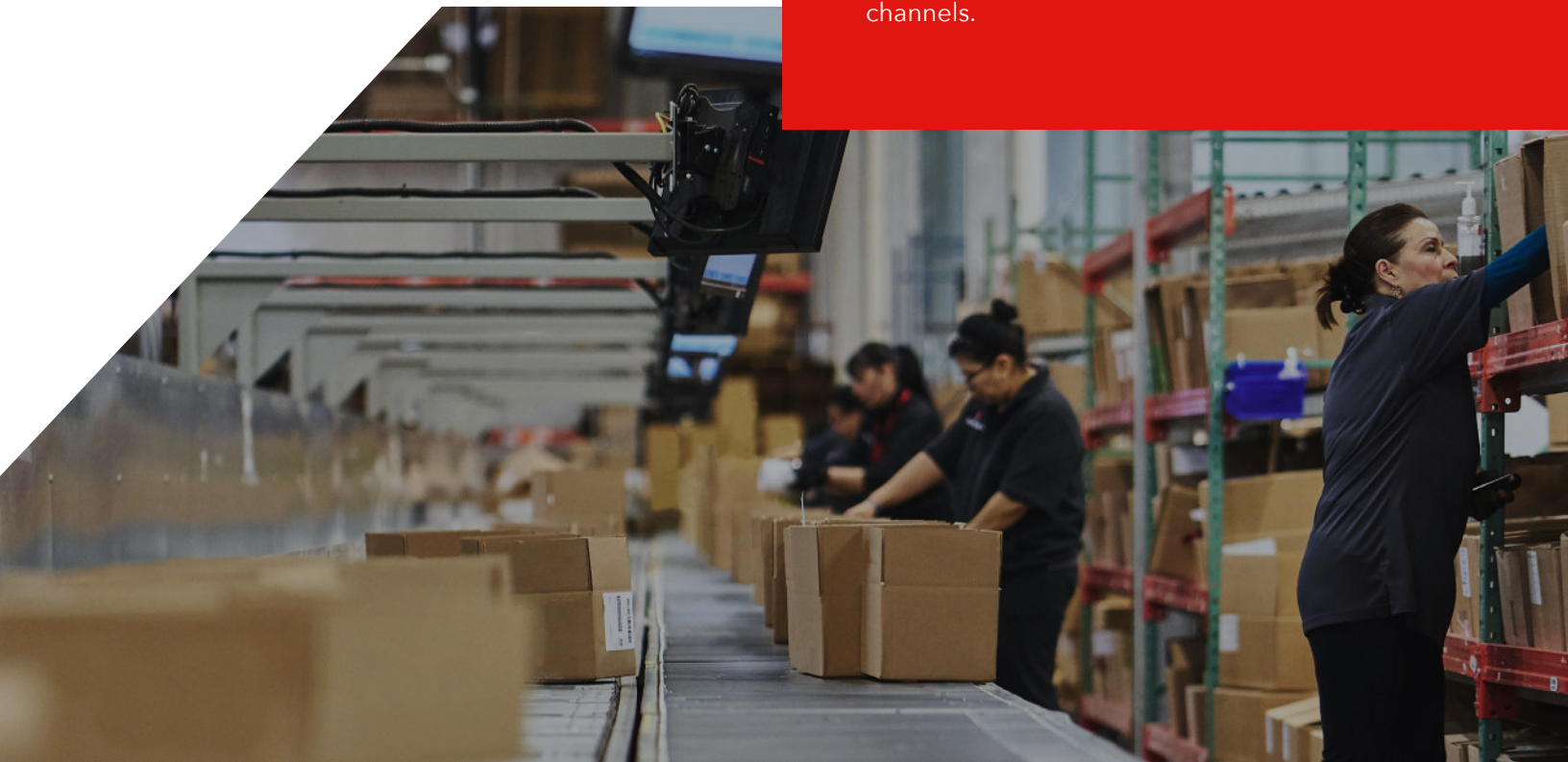
# SOLUTION

Tapping into its national fulfillment center network, FIDELITONE located order fulfillment services in Nashville, a geographically central location that can deliver quick transit times to customers across the nation. The location was also strategically selected to minimize inbound transportation costs because it is in close proximity to co-packers; there is a high concentration of pet product co-packers in the Midwest.

FIDELITONE applied robust technologies and a wealth of best practices to gear up for rapid sales growth and new channels with exceptional levels of service and accuracy. A dedicated team ensures deep understanding of the company's business needs and continuous accountability for success.

## Features of the FIDELITONE partnership included:

- Application of FIDELITONE's robust warehouse management system, integration capabilities, and visibility tools to drive quality and service.
- Comprehensive support for the specialized requirements of the pet product health and wellness industry, such as lot control, expiration date management, FIFO.
- FIDELITONE's WMS provided increased productivity to support volume growth and delivered near perfect order accuracy.
- The ability to ensure an exceptionally high level of service, including 99.9% inventory accuracy, same day fulfillment, and consistent adherence to retailer routing guides.
- FIDELITONE's existing integrations to commerce platforms, including SPS Commerce and True Commerce, and direct retailer integrations enabled the ability to quickly and accurately fulfill orders.
- FIDELITONE leveraged the knowledge and equipment to provide essential value-added services to drive sales in both direct-to-consumer and retail channels.



# OUTCOMES

By leveraging a shared workforce and warehouse capacity, FIDELITONE secured significant labor and capacity savings compared to leasing, running, and staffing an entire fulfillment center. Overtime, FIDELITONE's solution enabled the client to grow their brand and achieve \$XX in revenue growth. The new strategy helped the client reach 99.9% order accuracy and provided transportation cost savings of over \$150,000 annually.

As a leading brand, the company was able to keep up with increased demand and order volumes. Orders were fulfilled accurately, with timely delivery and full visibility. The corporate leadership team could focus on growing the brand knowing any orders that came in would be fulfilled without issue. Additionally, as volumes grew, it was clear that capacity wouldn't restrict their growth; FIDELITONE could the warehouses and network to scale on a dime.

Being with FIDELITONE for 16 years, the client has expanded into more retailers and now successfully fulfills over 100,000 orders per year.



# UP NEXT

The company is focusing on growth in both direct to consumer and retail channels, while also eyeing international business opportunities, knowing it can rely on FIDELITONE's international fulfillment expertise. Robust order fulfillment solutions from FIDELITONE have equipped the company to continue expanding into new retailers and adding new product lines.

FIDELITONE is now working with the client to handle all of their transportation needs (inbound and outbound, parcel, LTL and TL). By handling the transportation, FIDELITONE can reduce overall transportation costs and improve service—just another way to help add to their bottom line and continue to deliver customer satisfaction.

**FIDELITONE, a supply chain management firm, helps you earn your customers' loyalty through specialized services in inbound logistics, order fulfillment, last mile delivery, and service parts management.**



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