

CORKCICLE LEANS ON AMWARE TO SUPPORT 50%+ GROWTH RATE



Corkcicle is the trend leader in insulated drinkware and related products, including wine tumblers, canteens and coolers.

Founded in 2011, the company has ridden the growth roller-coaster ever since, landing on the INC 5000 list of the fastest growing U.S. companies for several years running. But, as Corkcicle COO Blake Thomas explains, with high growth comes growth-related problems.

“Working with Amware is excellent. Their people are professional and very quick to adapt to changes as they arise.”

CORKCICLE®

“As our products gained traction and we continued to expand the product line, our early fulfillment partners struggled to keep up,” he says. “In fact, we outgrew a couple and had to move on.”

Enter Amware Fulfillment. The relationship started in 2018 and, since 2019, Amware has been fulfilling all Corkcicle orders from online sales, as well as independent and mass retailers.

“We were looking for a fulfillment partner that could scale with us as we grew,” says Thomas.

Keys to Success

Several factors have contributed to the project’s success.

- **Omni-channel expertise.** Corkcicle needed a fulfillment partner that could handle the key eCommerce fulfillment requirements of fast, highly accurate order processing. But they also needed a partner that understood the ins and outs of managing large retail orders involving many SKUs. Amware combines both in a single-source, omni-channel fulfillment solution.
- **Flexibility.** Corkcicle experiences sharp volume surges near the holidays. Amware is able to flex up space and manpower to sustain high-quality performance through peak, before scaling back

down. This enables Corkcicle’s fulfillment costs to parallel its revenue stream.

- **Retail compliance.** Corkcicle moves a large volume of product through mass retailers, which have very exacting requirements for how shipments must be packaged, labeled and delivered. Amware ships according to the varying routing guide requirements of America’s biggest retailers, minimizing costly chargeback penalties. This helps Corkcicle keep their relationships with these key customers strong.

Results

Corkcicle continues to grow at a 50%+ clip as Amware provides the fulfillment know-how and infrastructure to keep products flowing efficiently and smoothly – to consumers and retailers, alike.