

PREMIUM DIAPER BRAND, COTERIE, TAPS AMWARE TO PROVIDE FUTURE-PROOF FULFILLMENT SOLUTION



Coterie is a modern baby care brand for the uncompromising parent, creating smart, innovative products that make parents' lives easier, starting with their high-performing diaper. The brand launched in 2018 with some aggressive growth goals and has exceeded them all – growing over 4x in 2021 and continuing that growth trajectory. However, with such explosive growth came some growing pains.

coterie

According to Paige Zachs, Coterie's Head of Operations, it took some time to get operations in order as the business prioritized product-market fit and revenue growth.

"Our previous outsourced fulfillment company could not keep pace with the growth," she says. "Performance on all our standards KPIs – order accuracy, inventory accuracy, on-time shipping – was poor. We initiated a formal search process to find a new fulfillment partner that could scale with us operationally, strategically, and financially."

That search led Coterie to Amware Fulfillment, which now handles 100% of the brand's fulfillment to both

consumers and select retailers from 2 facilities in New Jersey and Los Angeles.

Keys to Success

Quality Execution. Coterie's back-end operations must reflect its status as a premium brand. "Amware's performance on shipping accurate, on-time orders has been excellent," says Zachs. "It helps build customer retention and brand loyalty."

Scalability. Coterie wanted a fulfillment operations partner that could give it the freedom to grow without having to seek new or additional partners down the road, either for new locations or new services. Amware immediately helped Coterie expand distribution to 2 US locations on each coast, with the ability to add new locations from Amware's nationwide warehouse network in the future. And Amware's wide mix of value-added services can keep complex kitting and other future projects under one roof.

Multi-Channel Fulfillment. While Coterie's model is primarily subscription-based, the brand has made an impressive entry into retail through its partnership with Whole Foods and other select retailers. "It

helps that Amware is strong in both eCommerce and retail fulfillment," says Zachs, "with proven experience meeting strict vendor compliance requirements."

Account Management. Coterie has a small, busy operations team and relies on partners like Amware to act as a seamless extension of its internal team. "We don't have the bandwidth to babysit our outsourced partners," says Zachs. "We work with a stellar account team at Amware that is great at managing details, following up, and closing the loop on outstanding questions. That allows us to focus on strategic issues with confidence that day-to-day issues are being handled."

Results

Amware consistently meets Coterie's fulfillment SLAs as the brand continues to grow rapidly across all channels.

"It's not easy to sustain operational excellence given the rapid growth we've enjoyed," says Zachs. "Amware has done that. They've allowed Coterie to have a very uneventful growth story."