

IMAGE SKINCARE RAMPS UP FULFILLMENT TO SUPPORT RAPID SALES GROWTH



Image Skincare (Image) makes physician-formulated skincare products to help people maintain healthy, radiant skin.

The company ships a large volume of orders per month – over 500 SKUs – to spas and licensed estheticians, specialty retailers and consumers.



To keep inventory low, Image's small business customers prefer quick delivery of smaller order sizes. But with just one company-run distribution center in South Florida, order fulfillment under this model became inefficient. As a result, Image sought to open another DC in the center of the country to distribute faster with lower shipping costs.

"Amware is a large, sophisticated fulfillment operation, but small enough to be personally involved and responsive."

After a competitive bid process, Amware Fulfillment began handling national distribution (except Florida and Georgia) out of its Dallas fulfillment center.

"With year-over-year sales growth of more than 25%, our Florida warehouse wasn't capable of efficiently supporting increased order volumes," says Lloyd Silvern, VP of Operations at Image Skincare. "We needed a partner that could help us scale fulfillment operations to support growth."

Keys to Success

- **Dallas shipping location.** "Amware's Dallas facility, located in the center of the US, made an ideal location to serve our national customer base," says Silvern.
- **Agile response to COVID-19.** Prior to the pandemic, Image shipped almost exclusively B2B. But that changed when spas and specialty stores closed and Amware had to adjust operations to handle a larger number of small consumer orders. "This was a big operational shift and Amware adjusted seamlessly to keep customers happy," says Silvern.

- **Parcel savings.** To maximize customer satisfaction, Image increased its free shipping service, but profitability suffered with the added parcel shipping costs. A shift to an Amware-managed FedEx SmartPost service provided a lower-cost shipping option with competitive delivery times.
- **Strong partnership.** The two companies worked closely to overcome some early-stage challenges with the transition to the new Dallas facility. "No operation is perfect, especially at start-up" says Silvern, "but the key is addressing any issues that arise quickly and collaboratively. I can contact Amware's senior executives at any time and know they will take action on any concerns."

Results

"The best outcome of our relationship with Amware is that we now have a reliable fulfillment engine to support our continued sales growth," says Silvern. "We've come to regard the Amware team more like an extension of our organization, not just some outside vendor. It's a true partnership."