

PREMIUM SKINCARE BRAND, SEACRET, SHIFTS TO PREMIUM FULFILLMENT



Seacret is a global, premium skin care brand that contains minerals from the Dead Sea. Seacret products are known for their healing and rejuvenation properties.

The company sells its broad product line primarily through direct sales agents, called “Seacret Agents.” A problem arose when damaged product complaints increased. According to Seacret’s logistics director, Lane Tenney, “The products are exclusive and, therefore, more expensive. But due to a lack of 3PL attentiveness in the picking and packing process, they were not presenting that way to customers.”

SEACRET™

The Seacret team decided to change fulfillment providers and, in 2020, began working with Amware Fulfillment, part of Staci Group, for nationwide distribution from Phoenix, AZ – close to Seacret’s Scottsdale headquarters. Another reason for the change was Amware’s nationwide network of warehouses, which will allow Seacret to change and scale its network as the business grows.

“Amware has turned around our damage issue 110%” says Tenney.

“And its national network will allow us to easily adapt our distribution strategy to what’s best for our customers and our bottom line.”

Keys to success

Amware has helped Seacret reduce overall fulfillment costs, while improving quality. Here’s how:

Adherence to SOPs “The Amware team knows our products,” says Tenney. “Things like which ones can stand upright in the box and which cannot. That knowledge makes a huge difference. After that, it’s a matter of getting the blocking and tackling right by packing and bubble-wrapping according to the SOP. Amware has done that.”

Kitting expertise. From welcome kits to holiday product bundles, direct selling companies like Seacret have a greater need for kitting services, which can get quite complex. “For holidays like Black Friday, we might do 30 different kits – 30,000 orders in total – and those orders might all drop within a day and a half,” says Tenney. Amware has a systems-aided, kit-building process honed from decades of serving the direct selling industry. As new SKUs are created, the WMS adjusts

inventory and a quality check makes sure every kit exactly matches the prototype. That level of precise execution is maintained during the highest-volume periods.

Parcel savings. Seacret takes advantage of Amware’s attractive parcel rates, which are negotiated based on the company’s aggregate spend across all customers. As a result, Seacret has reduced its parcel shipping costs 25%–30%.

Team approach. Seacret and Amware have adopted more of a “one team” approach to fulfillment rather than a customer-vendor relationship. “We are a family-owned business and like to be hands on,” says Tenney. “Some 3PLs don’t like clients visiting the facility frequently, but we go on site often and Amware is fine with it. We’ve got a great rapport with the team there.”

Results

“An outsourced fulfillment partnership works when both sides are committed and work together to solve problems,” says Tenney. “That’s where we are with Amware. They go above and beyond for me all the time. I couldn’t be happier.”