

SLUMBERKINS® AND AMWARE PARTNER TO CREATE EFFICIENT, FUTURE-PROOF FULFILLMENT SOLUTION



Slumberkins is an educational children's brand created to teach positive social-emotional life skills to children. Started in 2015 and fueled by an appearance on Shark Tank, Slumberkins is on the INC 5000 list of the fastest-growing private companies in the US.



The company's VP of Operations, Marisa Williams, says the growing popularity of Slumberkins' patented cuddly creatures and their accompanying story books that promote early emotional learning, is part of what led the company to seek a new partner for order fulfillment services.

"As we grew, we struggled with inventory control and we knew we had to address that issue," she says. "Also, as a rapidly scaling company, we had to find a partner that could scale with us to create a 'future-proof' fulfillment solution."

That search led them to Amware Fulfillment, which currently handles US national distribution from a Chicagoland fulfillment center.

Keys to Success

Fast, efficient fulfillment.

Amware's engineered fulfillment processes improved speed and throughput in the pick and pack operation without adding people, but still maintaining high accuracy levels. "Our customers really appreciate fast order turnaround," says Williams. "This past holiday season, the Amware team adjusted to peak volumes very quickly to maintain our same-day SLA for order-to-ship time."

Managing complex order profiles.

The majority of Slumberkins' online sales are multi-product bundles that need to be created in the warehouse. Amware has carved out a separate section of its facility to build these orders, which can include as many as 15 different products. "We want to give customers the most flexible online shopping experience possible," says Williams. "If that creates complexity on the back-end, we deal with it."

Customized pack-out.

Customers feel a strong emotional bond with the Slumberkins brand and the company wants the order fulfillment process to reinforce that bond. The Amware team packs each creature with care, inserts a marketing

message, uses branded tape to close the box, and then applies a Slumberkins label before sending it down an automated conveyor for shipment.

Multi-channel fulfillment.

Started as a D2C brand, Slumberkins now also ships in bulk to wholesalers and educators. Amware manages the special handling requirements for these bulk orders. While there are distinct fulfillment processes for the different channels, the same pool of inventory is used to simplify fulfillment management.

Results

Amware has maintained superior operational performance despite Slumberkins' triple-digit sales growth.

- Processed holiday peak orders 2 weeks faster vs prior year
- Order accuracy levels of 99.9964%
- Physical inventory accuracy levels of 99.6%

"Ultimately, we want our fulfillment partner to be an extension of our brand, creating a positive customer experience," says Williams. "The Amware team understands and is delivering on that goal."