

THANE DIRECT PARTNERS WITH AMWARE TO IMPROVE NATIONAL DISTRIBUTION OF DIRECT RESPONSE PRODUCTS



Thane Direct is one of the leading direct response and retailer marketers in the world, with many products in the house & home and fitness categories. When the company became frustrated with the operational performance of its prior order fulfillment partner, it started looking elsewhere.



"It boiled down to a lack of trust," says Christine Funk, Thane's Director of International Operations. "We had lost confidence in their ability to get orders right and to ship on time."

A consultant to Thane suggested they look at Amware Fulfillment, which, as a result of its purchase of Moulton Logistics, had considerable experience serving direct response clients. Amware began doing Thane Direct's fulfillment shortly before the escalation of the Covid-19 pandemic.

Keys to Success

- **Scalability.** Amware handled skyrocketing order volumes during the pandemic while actually improving operational performance. Also, Amware's national fulfillment center network allowed Thane to continue operations in California, while adding a second distribution point on the East Coast.
- **Parcel Savings.** The shift from single-DC to bi-coastal distribution drove significant parcel savings by eliminating high-zone moves. Also, Amware systems are able to optimize parcel shipments. "Prior to Amware, we were using one parcel carrier and one particular service for everything," says Funk. "Now, depending on shipment weight, dimensions and zip code, we can identify the best and cheapest option from all available carriers."
- **Strong Reporting.** Amware systems generate a comprehensive set of reports to allow careful monitoring of the volume and location of stock. These reports are checked daily to make decisions on restocking, inventory transfer

and even marketing, like which products to promote.

- **Excellent Communication.**

"Amware is great at keeping us informed," says Funk. "When I need something done, they are very responsive. There are so many people willing to help."

Results

Thane product volume quadrupled after the pandemic hit with little time to plan, but operational performance still improved. Amware Fulfillment has become a seamless extension of Thane's operations team.

According to Funk: "Often I call about getting something done and it's already handled. Staff at Amware has been there for a long time, so they can anticipate our needs. It makes my job easier."