

Be Brunt with us

Innovative solutions through rapid fulfillment



The Direct to Consumer (D2C) model is undergoing a period of unprecedented growth.

As more merchants choose to cut out the middlemen, this is setting the stage for major disruption to traditional in-store retailing practices – especially in the wake of COVID-19. Furthermore, as new businesses increasingly opt for a ‘digital-first’ approach to avoid high overheads, this is going to have a lasting effect on consumer habits.

According to Invespcro, over one-third of consumers have bought from a D2C brand in the past year, while 55% say they prefer to buy from a brand directly, as opposed to going through a multi-brand retailer.

It’s no secret that the D2C model offers merchants some distinct advantages, especially by lowering the barriers of entry into the marketplace. But it also brings a raft of new challenges: Managing customer relationships effectively, ensuring a seamless buying process, and fulfilling and shipping orders without delay.

This makes having an agile fulfillment strategy critical to the long-term success of D2C businesses. **By partnering with an experienced provider who can scale efficiently alongside you, it’s far easier to exceed customer expectations.**

Over one-third of consumers have bought from a D2C brand in the past year. 55% say they prefer to buy directly.

-Invespcro



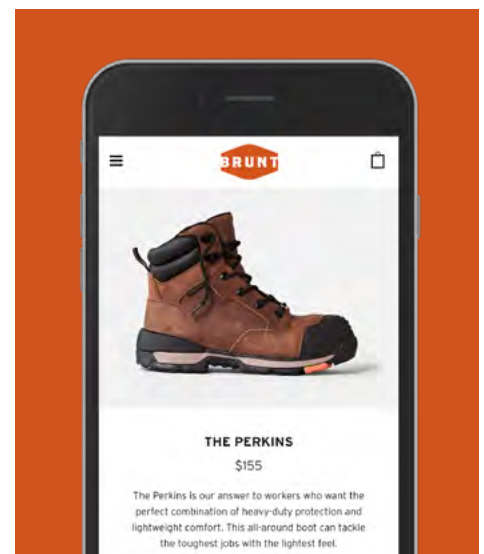
Brunt Workwear: Made for workers, with workers

Based out of Boston, MA, Brunt Workwear is one such company that has been D2C-based from the very beginning. By taking costs such as store rent and retail mark-ups out of the equation, the result is a streamlined, online-only operation where customers have access to a high-quality product at a competitive price point.

Founder and CEO Eric Girouard worked in roofing since he was 14 years old. He was often frustrated by how quickly his work boots, one of the most important tools of the trade, wore out and needed replacing. Upon doing some research, Eric discovered that tradesmen went through two pairs a year, on average, of the SAME boots throughout their careers. Having previously worked in fashion, he knew from experience that his fellow workers had little interest in fancy footwear.

Work boots were worn not only on the job, but also to the bar after work and even on weekends. He realized that there was a huge gap in the market for a longer-lasting, better looking, more comfortable, and more cost-effective alternative, better suited to those workers who quite literally lived in their boots. **Such a product could build an extremely loyal base of repeat customers – a great opportunity for any entrepreneur prepared to take up the challenge.**

Eric decided that he was that person, and Brunt Workwear was born. “The truth is that a lot of workwear isn’t designed by the people who are using it.” Says Girouard. “At Brunt, we understand what guys in the trades need because that’s where we come from. That’s why we also help to extend the life of our workboots by selling extras like insoles and laces. They are the tools they wear, and we treat them as such.”



The truth is that a lot of workwear isn’t designed by the people who are using it.



Digging deeper: What Brunt needed

Brunt's top priority was finding a provider who could adapt quickly as the company grew. For digital-first businesses, speed and flexibility are the name of game to keep customers engaged and pivot their fulfillment strategy where needed.

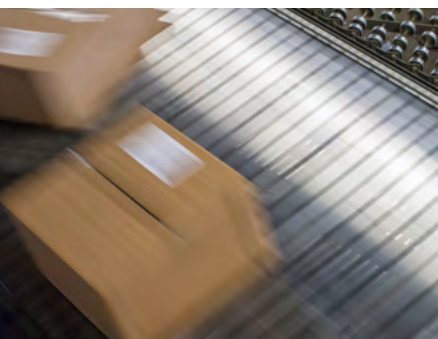
"I know from experience that when you need new workboots, you need them fast. That's why it's essential for Brunt Workwear to offer really fast turnaround times to meet customer expectations." Says Girouard.

Another layer of complexity came from the fact that footwear is one of the more challenging product categories. A single design can spawn as many as 60 SKUs through different sizing and color options, which also need to be modified with the introduction/withdrawal of styles. This required a fulfillment provider with high-level inventory control to ensure effective SKU management.

“...it's essential for Brunt Workwear to offer really fast turnaround times to meet customer expectations.”



Eric Girouard
Founder and CEO
BRUNT Workwear



Ryder E-commerce by Whiplash: Removing the Need for 'Local' Fulfillment

Brunt evaluated Boston-based fulfillment warehouse's due to their desire to work with a local provider. But when Eric was introduced to Ryder E-commerce by Whiplash by one of our existing clients, he realized that close proximity wasn't necessary if they partnered with a technologically-advanced provider. Ryder E-commerce by Whiplash's real-time inventory management system makes it easy for businesses to keep track of their SKU counts, no matter how far they might be from the warehouse.

"The Ryder E-commerce by Whiplash platform offered us this unique interface where we could see what was happening in the warehouse in real-time. It made us really comfortable to make the switch because we knew that we didn't need to be close by to monitor what was happening," says Eric Girouard, Founder and CEO of Brunt Workwear.

Through its cutting-edge software, Ryder E-commerce by Whiplash facilitates solutions that can be scaled rapidly to meet the demands of fast-growing online brands. Because it can be fully integrated with existing systems, Ryder E-commerce by Whiplash also ensures a seamless transition from previous providers.

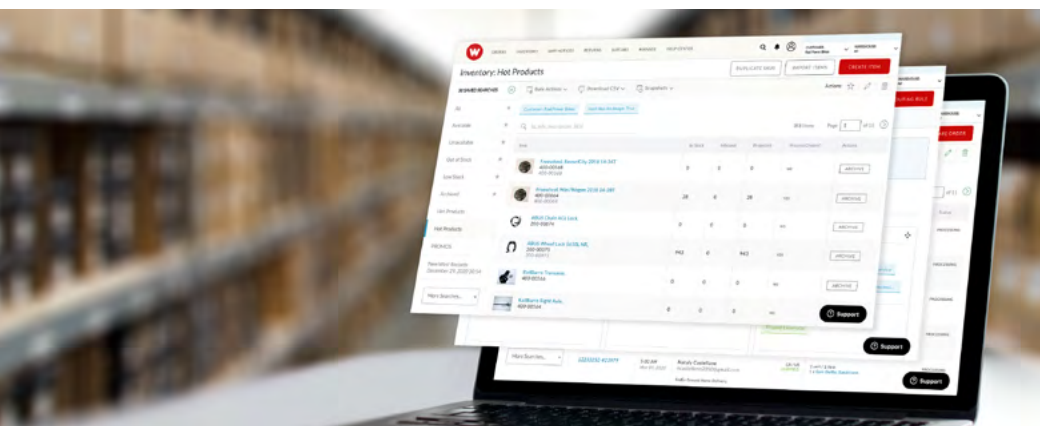
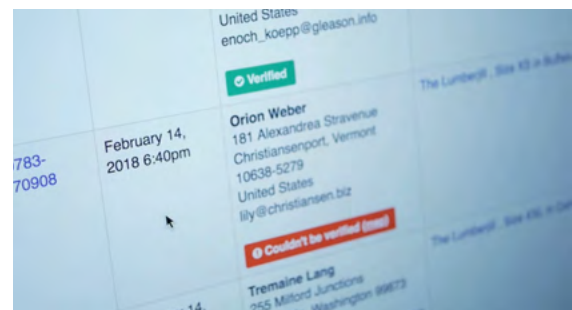
It was these functionalities which ensured that Brunt Workwear was well-prepared for going live. On September 15th 2020, their launch saw the first orders leaving the warehouse within 24 hours of being placed – a rapid turnaround that would not have been possible without Ryder E-commerce by Whiplash's dedicated eCommerce platform.

Supported by Ryder E-commerce by Whiplash's vast distribution network, Brunt is able to get their boots out to customers across the US within 48-72 hours at the cheapest carrier rate. This rapid fulfillment strategy ensures that workers can rely on them to deliver a fast and cost-effective workwear solution.

“The Ryder E-commerce by Whiplash platform offered us this unique interface where we could see what was happening in the warehouse in real-time.”



Eric Girouard
Founder and CEO
BRUNT Workwear



Utilizing the Experience of Ryder E-commerce by Whiplash

On top of the technological innovations offered by Ryder E-commerce by Whiplash, the vast operational expertise of Ryder E-commerce by Whiplash is a major asset to our customers. With over a decade of experience at working with both small and large-scale brands, Ryder E-commerce by Whiplash is well-versed in making the fulfillment process seamless and transparent for merchants.

By setting regular KPIs and scheduling weekly and monthly conference calls, Brunt Workwear was kept consistently up to date with the latest developments during their launch and beyond.

“Trust is the key ingredient for achieving a strong fulfillment strategy, and Ryder E-commerce by Whiplash prides itself on developing strong relationships with all of our customers,” says Brian Weinstein, Senior Vice President of Business Development at Ryder E-commerce by Whiplash. “By engaging in regular communication and goal-setting, we are confident in our ability to deliver omnichannel fulfillment solutions for every kind of business.”

“Trust is the key ingredient for achieving a strong fulfillment strategy, and WL prides itself on developing strong relationships with all of our customers.”



Brian Weinstein

Senior Vice President of Business Development
Ryder E-commerce by Whiplash

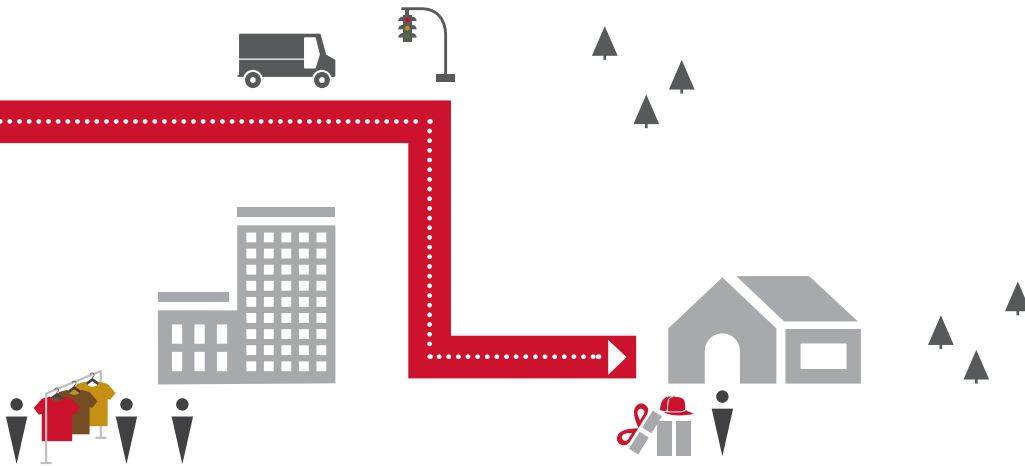


Ryder E-commerce by Whiplash partners with established and emerging brands and retailers to express their brands through exceptional order fulfillment. The company offers a full spectrum of logistics services including retail distribution, wholesale distribution, and ecommerce fulfillment. With a strategic mix of 6.5 million square feet of warehouse space backed by intelligent technology and automation, Port Logistics Group provides the critical link between international transportation and the last-mile supply chain. For more information on our end-to-end services, visit www.whiplash.com.

To discuss your fulfillment needs, contact a Ryder E-commerce by Whiplash business development expert direct at 877-901-6472.

About Ryder E-commerce by Whiplash

Ryder E-commerce by Whiplash is a leading provider of direct-to-consumer fulfillment and retail logistics, including end-to-end customer care, transportation, distribution, and value-added warehouse services. Its high-performance operations are supported by its namesake e-commerce platform and a suite of advanced technology solutions, enabling the multi-channel connectivity required by the retail supply chains of today and tomorrow. Operating 24 distribution centers nationwide across more than 10 million square feet of space in addition to its international partner network, Ryder E-commerce by Whiplash brings emerging and established brands the scale and vision they need to grow and succeed. For more information on our end-to-end services, visit: **whiplash.com**



To learn more about Ryder E-commerce by Whiplash, contact us at **fulfillment@whiplash.com**

RYDERECOMMERCE
by whiplash