



HOW

Health & Beauty Brands

TURN THEIR SUPPLY CHAINS
INTO COMPETITIVE ADVANTAGES

With  Stord

← All these products? Shipped by Stord. →



Health & Beauty brands continue to grow at an increasingly rapid rate: industry revenue is projected to exceed \$120 Billion by 2025.

Savvy brands looking to take advantage of the industry's growing market potential need to make sure they deliver an exceptional customer experience and operate and scale efficiently, especially when it comes to the fulfillment and distribution experience.

The overall customer experience has become more important than ever, and delivery is a key component of a buyer's overall opinion of a brand. A 2022 survey of online shoppers found that over one-third of customers expect timely shipping, real-time order notifications, and for their orders to arrive when promised. Expectations for retailers are high, and the stakes are even higher. 39% of people will not give a retailer a second chance after a single poor delivery experience. Every single customer interaction matters, so your supply chain needs to be running smoothly, delivering products efficiently to end consumers.

But, getting the right supply chain partner is not as simple as choosing the first warehouse you find close to your customer base.

Here's why...

We all know that every brand has the same pieces of their supply chain, including:

- Procurement and manufacturing vendors
- Transportation to move goods from one part of the supply chain to the next
- Warehousing and fulfillment facilities, complete with tech automations like robotics, conveyors, pick-and-pack stations, etc.
- Last-mile delivery to reach the product's final destination on the consumer's doorstep

Despite having all of the same components, why don't all brands have an incredible supply chain experience? Or a supply chain that matches Amazon's caliber?





**“All supply chains are made of the same parts,
but not all are equal,”**

explains Sean Henry,
CEO and co-founder of Stord.

“Supply chains are much more than the sum of their parts. Rather, brands need a partner that can truly optimize the entire experience and achieve greater ROI and customer satisfaction.”

Enter: Cloud Supply Chain.

Cloud Supply Chain is a paradigm shift for supply chains—enabling the same flexibility, scalability, and efficiency that cloud computing did for IT in the 1990s.

Imagine a fully-integrated, infinitely-elastic, and consistently-optimized supply chain, delivered as a scalable utility.

Here’s how Stord is helping brands tackle their unique, complex distribution problems and turn their supply chains into a competitive advantage with Cloud Supply Chain.





Challenge: Scaling to keep up with rapid growth

Finding the right supply chain partner can feel like finding a needle in a haystack. Small 3PLs can be great for smaller brands, but they do not have the warehouse capacity and labor resources to keep up with brands experiencing large-scale growth, leaving operators scrambling to find a large enough provider for their orders. But on the other hand, national fulfillment centers can be clunky and inflexible. Implementing a new program or process can take months, which causes issues when brands need to scale up or down quickly to support demand.

NATIVE

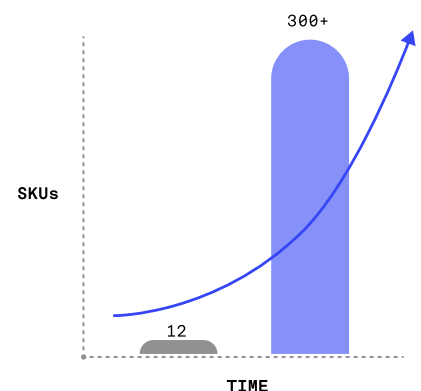


EXAMPLE 1: NATIVE

Clean personal care company Native has experienced the challenge of rapidly scaling a supply chain firsthand. Within its first two years in business it had already grown to eight-figures in revenue and was expanding to sell in online marketplaces and national chains such as Target, Walmart, and CVS, becoming one of the fastest growing skincare brands.

Native founder Moiz Ali was concerned that the brand's supply chain partner at the time would not be able to handle additional SKUs or even have enough space in its warehouse as the company was growing exponentially.

The massive SKU growth the company was experiencing was going to lead to a ripple effect of more supply chain requirements, including an increase in pick-and-pack walk sequences, a need for more packing variations, and increased customer expectations.





Moiz decided to partner with Stord to ensure Native delivered an exceptional customer experience at scale.

Stord optimized Native's warehousing and fulfillment by expanding to two fulfillment locations to have the ability to fulfill orders with two-day delivery. In addition, when Native became a category best-selling product in national retailers, Stord's fulfillment centers helped ensure product was delivered on time, to the right warehouses.



Stord was extremely diligent when scaling with Native, training warehouse associates each time a new packing variation was introduced and increasing staffing at the fulfillment centers where Native's products were located to keep up with their growing volume. With Stord, Native grew from 12 to 300+ SKUs, and Stord continues to grow and scale with Native as their business continues to change.

EXAMPLE 2: ANONYMOUS BODY CARE BRAND

Similarly, a natural body care brand came to Stord when their business became too large to be manually shipping orders out of a team member's house. They needed to start working with a supply chain partner that cared as much about their growing business as they did, but also one that had the flexibility to scale as their demand fluctuated rapidly.

Not long after partnering with Stord, the brand had considerable success pitching their business to investors on a popular television show, and sales skyrocketed once the episode aired. Going from a small business keeping track of inventory by hand and manually tracking all reports using Microsoft Excel to becoming a swiftly growing brand with booming sales comes with its challenges.

Thankfully, this body care brand was prepared, and Stord was able to stay ahead of the dramatic increase in business. When 10,000 orders came in the span of a day and a half after the show aired, Stord seamlessly scaled to support the influx and deliver an exceptional experience for the new customers.

BODY CARE BRAND





Challenge:

Adding new sales channels

As consumers continue to blur the lines between online and offline experiences, many Health & Beauty brands are adopting an omnichannel approach. It's important to be present on the channels that customers care about. For example, despite the rise in online shopping, 46% of customers say they still prefer to see beauty products in-person before committing to a purchase.

However, each new sales channel adds more complexity to a brand's supply chain. For example, each retailer and distributor has a unique set of rules and requirements in order to accept a brand's products. If the brand does not comply exactly with these instructions, it can accrue costly chargebacks, returns, and more.

And, e-commerce fulfillment requires an entirely different set of skills than B2B distribution. The provider needs to be adept in kitting and pick-and-pack fulfillment in order to efficiently and effectively service consumers.

Stord has helped fast-growing Health & Beauty brands add new sales channels that ultimately drove multimillion dollar annual revenue numbers and acquisitions by major beauty and consumer goods companies.

EXAMPLE 1: IT COSMETICS

IT Cosmetics, for example, launched its DTC business with Stord. The brand then chose Stord to help it expand into numerous B2B channels, including QVC, Ulta, Nordstrom, and more.

Stord migrated IT Cosmetics to a larger facility to better support the company's omnichannel growth. With this new location, Stord invested in custom B2B fulfillment and compliance to meet the brand's unique needs.

These efforts eventually led to IT Cosmetics's \$1.2 billion acquisition by L'Oreal.





EXAMPLE 2: ANONYMOUS CLEAN BEAUTY BRAND

When a clean beauty brand started working with Stord, they were growing quickly into the B2B world, but did not have the knowledge on how to adhere to the guidelines and requirements each retailer had.

“Each retailer has their own processes, their own standards, their own sticker labels, and all of the different ways of doing packouts. And if you don’t do them correctly, you often get chargebacks.”

**says CEO of Anonymous
Clean Beauty Brand**



Where Stord has really helped us is making sure that we’re adhering to all of the rules and standards that each of the individual retailers set and ultimately helping us reduce chargebacks.”

With Stord’s years of industry expertise, the brand is now successfully selling through QVC, Nordstrom, Bloomingdales, and Anthropologie.



Challenge:

Orchestrating orders and gaining visibility across a brand's entire supply chain

Typically, brands will use a wide range of partners to run their supply chain.

The problem? It makes it challenging to orchestrate orders across every fulfillment type and gain complete visibility into what's going on. Most brands still struggle to piece together disparate logistics solutions and disconnected technology across providers, resulting in siloed data, costly software implementations, and complex integrations.

Stord One Commerce connects to brands' existing systems through a marketplace of 100+ standard integrations, from ERPs and online marketplaces to retail partners and warehouse management systems, providing an unmatched ability to analyze and optimize their processes from one platform.

EXAMPLE 1: TULA

Skincare brand Tula had been supporting their own growing business with a traditional 3PL provider but found this approach was increasingly too expensive and led to shipping delays, impacting customer satisfaction.

With Stord, Tula quickly scaled in both DTC and retail channels globally. Stord supported this growth through flexible connectivity with NetSuite and new retailers' systems, robust and efficient inventory management, fast and efficient pick-and-pack fulfillment, kitting and reworks for retailers, seamless integration with their shopping cart and retail partners, and initiating international shipping for non-US retailers.

With Stord, Tula's logistics and shipping costs were dramatically reduced and SLAs were executed.

Tula was acquired by Proctor & Gamble and continues to partner with Stord for its fulfillment needs.





DEODORANT BRAND



EXAMPLE 2: ANONYMOUS DEODORANT BRAND

When business started booming for a newer deodorant brand, the demand became too much for a small team to handle on their own. In addition to the sheer volume of products that needed to be shipped, the brand was struggling to keep up with reporting and supply chain management on the back end.

When partnering with Stord, the company gained access to a wealth of data surrounding their supply chain operations, which was a world of a difference compared to the unruly spreadsheets and manual inventory reports the brand was used to prior to experiencing Cloud Supply Chain.

“The biggest benefit of working with a fulfillment partner like Stord is the technology and the insights you gain. I haven’t seen that with any other fulfillment partner... The Stord platform really serves as the center source of truth for our team.”, said the company’s founder and CEO.

Having one central source of information streamlines the process and reduces wasted time and inaccurate information, allowing brands to take actionable steps toward improving their supply chain operations where possible.



Challenge:

Minimizing inefficient and costly packaging

Packaging is a great way to create a positive customer experience and build brand loyalty. It can also become costly and cumbersome quickly.

Native, for example, was using 17 package variations for its 12 SKUs prior to Stord. The result? Unique packaging instructions for each variation, driving up complexity, price, and likelihood of manual error.

After continual delays in fulfillment due to these packaging problems and customers noticing the amount of wasteful packaging, the Native team sought Stord's counsel. Stord analyzed Native's current state and informed their team that these SOPs would continue to cost them a lot of money and hinder their sustainability practices.

When Native switched to Stord, they were able to reduce their packaging variations from 17 to four, with only three types of boxes in stock. Because of this, packaging cost was reduced, training was much more streamlined, and shipping delays were reduced – aligning Native more closely with their mission of sustainability while also reducing time and money spent on excessive packaging.

“I just wanted to take a second and call out the absolutely INCREDIBLE job your team has done. They have endured Covid-19 related shutdowns, imbalanced inventory, and Native's promotional events... It makes me proud to know Native is in the hands of such a competent fulfillment warehouse and I look forward to the journey ahead, including epic growth for Native!”

NATIVE

John Huljak

VP OF OPERATIONS
& EMERGING BRANDS PS LEADER



About Stord

Stord offers transportation, fulfillment, warehousing, packaging, and parcel / last mile delivery for B2C/DTC and B2B with the integrated software you need to orchestrate, scale, and optimize your entire supply chain.

For companies moving physical goods, Stord is the **cloud supply chain platform** that combines the **speed and flexibility of the cloud** with the **physical supply chain infrastructure** required to compete. Stord's cloud-based software connects to your existing systems, providing an unmatched ability to analyze and optimize your entire supply chain.

Stord's platform is backed by a first party warehouse network that reaches 99% of the U.S. in 2 days or less, augmented by a premier partner network of facilities and thousands of transportation carriers available when and where you need capacity, ensuring orders are delivered cost-effectively, on time and to the right place.

Select Customers

SeedHealth*

ALEX + ANI

NATIVE

TULA

fur

AMERICAN GIANT

goodr

tpg
intertape
polymer
group

BRANDED*

THRASIO

GROOVE LIFE

KINSHIP

PRIMALFORCE

BODYARMOR

DYPER

About Us

Stord is the leading Cloud Supply Chain provider enabling companies to compete and grow with world-class logistics—including warehousing, transportation, and fulfillment—in a single, integrated platform that's available exactly when and where they need it. Hundreds of DTC and B2B companies like Alex and Ani, Native, Tula, Seed Health, American Giant, Branded, and Thrasio use Stord to make their supply chains perform with the speed, flexibility, and ease of the cloud.

Led by former operators from Amazon, XPO, and Manhattan Associates, Stord is headquartered in Atlanta and backed by leading investors, including Kleiner Perkins, BOND, Franklin Templeton, Founders Fund, Lux Capital, D1 Capital, Salesforce Ventures, Susa Ventures, and Lineage Logistics.

HQ
ATL

FOUNDED
2015

FIRST PARTY
NODES

CARRIER
NETWORK

Four

20,000+

FUNDING
RAISED

\$325MM



MAKE YOUR SUPPLY CHAIN A COMPETITIVE ADVANTAGE - [STORD.COM](https://stord.com)

Are you ready to move your supply chain to the cloud?

Get started: call us at **1-833-700-2025** or email us at **sales@stord.com**.