



Outsourcing to a 3PL Provider Affords Survival Gear Marketer Optimum Preparedness

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Background



Survival Frog is the largest and most trusted source for survival and preparedness products online.

The Survival Frog idea was born in 2009. Survival Frog distributes physical survival and outdoor gear throughout the US and Canada, via eCommerce and affiliate network sales channels, evolving into the industry leader in preparedness products and survival gear sold online.



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CHALLENGE

From its inception, Survival Frog handled order fulfillment in-house. Its employees were kept busy assembling orders for the first few years. As company sales, number of orders and number of items per order grew, Survival Frog determined it would be more efficient and cost effective to outsource order fulfillment operations to a 3rd Party Logistics provider.

It was necessary for any potential partner be able to tie into ShipStation, Survival Frog's shipping and order management system. The software, designed to save time and money on eCommerce order fulfillment, facilitates the import, management, and shipping of customer orders.



SOLUTION

BR successfully and seamlessly integrated with ShipStation, while also integrating and automating the management of 100 to 150 different product SKU's warehoused in our Denver facility via SkuVault. Survival Frog manages product reorder with their established supply chain, resulting in the receipt of SKU's into the warehouse daily.

Approximately 40 to 100 customer orders are picked, packed, assembled and shipped daily.



RESULT

Survival Frog made the decision to outsource to a knowledgeable 3PL, adding more value than if they managed the operation themselves. They are pleased with the 48 hour turn time from receipt of order to shipment and the accuracy of reporting.

BR fulfillment experts offer insights and ideas, proactively anticipating volume increases by prebundling best-selling kits ahead of live orders.

Preparing Made Easy isn't just Survival Frog's slogan – it's their belief that preparing doesn't have to be complicated or difficult. BR agrees.



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