



CASE STUDY: FULFILLMENT



Epoca International, Inc. is a designer & distributor of consumer houseware products sold through multiple retail channels from independent retailers to national store chains and drop-ship channels. Epoca engaged Saddle Creek to handle its warehousing and omnichannel fulfillment operations.

The Challenge

Epoca faced the challenge of increasing their operational fulfillment capabilities to support, not only their rapidly growing distribution overall, but also to accommodate their busy season from September to December. Epoca works with many ecommerce retailers for promotional sales (drop-shipments) that include Target.com and Amazon, as well as large-scale Black Friday sales with retailers such as Home Depot, Macy's and Bed Bath & Beyond. Epoca required a fulfillment provider that could quickly scale with their operation to support increased sales as needed.

The Solution

To improve scalability and decrease delivery time, Saddle Creek established strategically located operations for Epoca in both its Ft. Worth, Texas, and Buena Park, Calif., campuses. This solution allowed customers to receive their products in a two-day ship time, no matter their location in the U.S.

The value-added services available at the Ft. Worth location also helped prepare products for shipment through third-party vendors like Walmart, Home Depot, Target.com and the Home Shopping Network. Saddle Creek also provides pre-shipment value-added services, such as kitting and labeling for third-party vendor pricing and drop-shipment preparation.

The Results

The scaled solution has had a significant impact on Epoca's order turnaround time. Saddle Creek now handles approximately 73 percent more orders per day from September-December. On average, more than 80 percent of those orders ship same-day.

By utilizing strategic locations in California and Texas, Epoca achieves delivery times of two days or less for the vast majority of orders through its numerous sales channels — boosting customer satisfaction and increasing repeat orders.



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888-878-1177

“ Choosing Saddle Creek to take over our fulfillment operations has decreased our shipping lead time, and improved our overall customer satisfaction. Saddle Creek’s ability to execute fulfillment in numerous channels has been essential to helping grow our business.”

Victoria Albanese
Sr. Director of Sales Operations
Epoca International, Inc.

Epoca International, Inc.

Industry:

Housewares

Business Profile:

Epoca has been bringing innovative, quality and ecologically sound housewares to market for decades.

Quick Facts:

- Family operated
- In-house EDI system
- Ecologically conscious

