

Fulfillment Case Study

Amware Helps Bombas Scale Fulfillment Operations After Successful Shark Tank Appearance



Bombas was founded in 2013 after company founders learned that socks are the #1 most requested item at U.S. homeless shelters and wanted to help solve that problem. Bombas spent more than 2 years on research and development to create the most comfortable sock available and decided to adopt a “buy-one-give-one” strategy, where every pair of socks sold resulted in a pair being donated to homeless shelters.

After some success raising seed money through crowdfunding platform Indiegogo, the company’s big break came during a fall 2014 appearance on ABC’s Shark Tank program. Bombas walked away not only with a business partner – clothing entrepreneur Daymond John – but massive exposure to the company’s products and mission.

With the sales engine kicked fully into gear, attention turned to creating an efficient, scalable fulfillment capability. Bombas contracted Amware Logistics in 2014 to manage back-end fulfillment.

Keys to Success

Bombas relies on Amware for help with several key supply chain challenges:

- ▲ **Integrate seamlessly with Bombas’s ecommerce platform.** Orders flow via API between Magento and Amware’s warehouse management system.
- ▲ **Scale up volumes while maintaining accurate, timely order processing.** The company is expected to increase revenue over 60% in 2016. Amware has continually scaled operations to accommodate this growth and recently redesigned its entire pick-face area to help do so.

▲ **Reduce shipping costs.** Amware uses a postal consolidator to combine Bombas and other B2C orders to create low-cost truckload shipments to different cities for last-mile USPS delivery. This allows rapid delivery, while avoiding high-cost parcel service.

▲ **Serve multiple sales channels.** Bombas primarily sells directly to consumers; however, through strategic partnerships and collaborations, has also worked with large retailers and specialty stores. Amware has been able to scale fulfillment for these projects, marrying B2C and B2B fulfillment expertise, including tight adherence to routing guides to avoid chargeback penalties.

▲ **Handle planned and unplanned volume spikes.** Amware can handle volume spikes up to 10 times the account’s normal order volume.

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Andrew Heath,
CFO/COO at Bombas

Results

According to Andrew Heath, CFO/COO at Bombas, “Amware is a trusted partner we rely on throughout the year for both normal day-to-day fulfillment, as well as larger-scale projects. It’s invaluable to know that we don’t have to worry when larger projects come our way, as we know our partners at Amware will be able to tackle just about anything with efficiency, transparency and attention to detail.”

AMWARE
MULTI-CHANNEL LOGISTICS

sales@amwarelogistics.com
www.amwarelogistics.com