

# How Fenix Outdoor Reduced per Parcel Label Costs by 30%

## Wins

### 30% decrease

in per package shipping cost

### 60% reduction

in stockouts on the website

### 100% uptime

## Retailer at a Glance

### 30+

retail stores

### 2

DCs in North America

### Premium Outdoor Brands

Fjällräven  
Royal Robbins  
Hanway  
Tierra

## Shifting to Omnichannel

Fenix Outdoor, a holding company for a group of premium outdoor brands, wanted to make the shift to omnichannel fulfillment. They needed to be able to fill web orders from their distribution center as well as from branded Fjällräven retail stores. Nate Davy, Fenix Outdoor distribution general manager for the United States, was looking for a shipping platform that would integrate with the company's ERP and smooth out the process. He wanted to make it simple for their shippers to print labels and get the goods to their customers.

## How EasyPost Enterprise Helped

EasyPost Enterprise integrates directly with Fenix Outdoor's ERP and their Manhattan WMS, freeing the company from the complexities of logistics management. All shippers need to do is push a button and print a label. Behind the scenes, the software orchestrates all necessary tasks, from updating inventory levels in the ERP to transmitting shipment details to the WMS, ensuring a synchronized and efficient workflow. The platform enhances speed, reduces manual intervention, and creates a smooth, automated process.

## Omnichannel fulfillment

The partnership has given Fenix Outdoor the ability to unlock omnichannel fulfillment by accessing their full inventory and shipping easily from any location. Prior to working with EasyPost Enterprise, it wasn't uncommon for the retailer to be out of stock of something in the warehouse that was sitting on a shelf in a retail store. Now, if a product can be found in any one of about 30 retail stores in the U.S., it's available to purchase on the website.

“The biggest impact has really been on our actual shipping costs. Before we started using EasyPost Enterprise, we weren’t rate shopping.”

Nate Davy  
Distribution General  
Manager, Fenix Outdoor

## Multicarrier access

Before Fenix Outdoor found EasyPost Enterprise, they had direct integrations with a few carriers. They would make the best deal they could and put all the volume through that carrier. The EasyPost Enterprise platform gives them access to multiple carriers with the added ability to rate shop and find the best way to ship a parcel. “The biggest impact has really been on our actual shipping costs,” Davy explains. “Because before we started using EasyPost Enterprise, we weren’t rate shopping.”

## Black box experience

Davy is thrilled with how simple it is to work with the EasyPost Enterprise platform. “When they say black box, they really mean it,” he says. The solution is well configured out of the box, and at the same time, customizable to fit the company’s needs.

Davy works closely with the team at EasyPost Enterprise to make adjustments as situations arise, such as considering multiple packaging codes based on simple rules so they can rate shop 2-day shipping during the holidays. What’s more, he knows that EasyPost Enterprise will be able to scale to meet their future needs.

## A Dream To Work With

Fenix Outdoor has experienced a **30% reduction in per-parcel shipping costs** since they started using EasyPost Enterprise. This has remained constant despite the fact that carrier costs have continued to rise year over year. As an added benefit, the lower shipping costs allow the company to reduce their threshold for free shipping and use 2- and 3-day free shipping to drive sales during peak season.

The ability to access inventory from every location has led to a **60% reduction in stockouts on the website**. Increased efficiency with decreased transaction times reduces their labor costs, and they’ve seen a 20% to 30% increase in revenue and transactions on the website. And with all the improvements, they’ve maintained **100% uptime** since they partnered with EasyPost Enterprise, even during peak season. “EasyPost Enterprise has been a dream to work with,” says Davy.

