

Case Study:

RENEW WELLNESS BRANDS

 **Renew Wellness Brands**

Industry
Health and Wellness

ERP
NetSuite

Website
www.therenewco.com

Overview

Renew Wellness Brands is the parent of four health and wellness brands that offer a wide range of vitamins, supplements, bath and beauty, digestive health and pet care products backed by the latest scientific research. Natural Healthy Concepts, Professional Supplement Center and Core Med Science are B2C concepts, while OIAM is a B2B startup catering to collegiate and professional athletes.

Renew Wellness Brands primarily serves the US market, but also ships internationally to Canada, South America and Europe.

Benefits & Key Outcomes



Improved order
accuracy



Easy to use for
new workers



Reduction in
warehouse complexity



Improved customer
satisfaction

Challenge

Managing a complex warehouse with more than 20,000 SKUs, multiple shifts, full-time and part-time employees, and temporary workers presented a significant challenge for Renew Wellness Brands. Its processes were further complicated by its intricate portfolio of B2B and B2C brands and the nature of the health and wellness industry, where precision and accuracy are paramount.

Renew Wellness Brands was seeking a shipping solution that would streamline its operations and reduce errors, especially during high-demand periods such as holidays. The ideal solution needed to support accurate picking, packing and shipping while also being easy for new workers to learn.



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Solution

Since implementing ShipHawk, Renew Wellness Brands has streamlined its operations and achieved a significant reduction in errors, resulting in fewer returns and greater customer satisfaction. “ShipHawk helps us significantly reduce the complexity of warehouse operations,” said Matt Kemp, Chief Marketing Officer at Renew Wellness Brands. “We can pull in new people, and they get up to speed quickly and become part of the pick, pack and ship process without a lot of training.”

Renew Wellness Brands can also now be confident that the right products are packed for every order and ShipHawk serves as a double-check mechanism for accuracy.

ShipHawk has also enabled Renew Wellness Brands to deliver on its brand promise for same-day shipping. “Now, one of our core competencies is shipping. We would not be able to keep up with that brand promise if ShipHawk wasn't our partner helping every step of the way,” said Kemp. Renew Wellness Brands leadership also appreciates that ShipHawk's solution is easy to use and update. When an upgrade becomes available, it's placed in a sandbox mode where the team can discover new features, confirm functionality and move it into production.

“ShipHawk stands out above the rest with great customer service. It is a true partnership and one we would recommend highly to others. ShipHawk has transformed our business and made the warehouse operations more successful,” said Kemp.



“*ShipHawk helps us significantly reduce the complexity of warehouse operations.*”

Matt Kemp,
Chief Marketing Officer at Renew Wellness Brands.