



ShipBob

12 Brands That Grew While Outsourcing Fulfillment to ShipBob

Hear from those who scaled their businesses in part by handing off logistics to the leading 3PL.

 touchland

*100
THIEVES*

dossier




MDacne

+ more!



Introduction

One of the best aspects of starting a direct-to-consumer (DTC) business is that the barriers to entry are low. The average person can set up their online shop in a couple hours, pack their orders in their garage, and ship through their local carrier.

Going from zero to one is relatively easy, but the journey from one to 100 is where things get complicated.

Managing a growing product line, packing more orders, and shipping everything out in a timely manner is challenging when your team is lean. Not to mention, how do you find time to get started on new channels, sell to new markets, and form new partnerships?

Growing pains are real. But scaling doesn't have to be so hard.

ShipBob understands the struggle small businesses face when it comes to growing their ecommerce brand. Whether you are outsourcing fulfillment for the first time, hitting that next inflection point, or looking to switch providers, using a tech-enabled 3PL opens up a world of possibilities for your growing business.

In this e-guide, we'll shine a light on fast-growing DTC brands and dive into how partnering with ShipBob for fulfillment enabled growth potential for their business.

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The logo for 100 Thieves, featuring the number '100' in a large, bold, white font above the word 'THIEVES' in a stylized, white, brush-stroke font, all contained within a blue circular background.

100 Thieves Utilizes ShipBob to Fulfill Tens of Thousands of Orders Per Drop

In 2018, Los Angeles-based lifestyle brand and gaming organization, 100 Thieves, was selling out of limited edition apparel drops in minutes. At the time, their graphic designer was moonlighting as their fulfillment team. That's when they realized: "We can't scale if we continue to rely on this fulfillment process."

Since 100 Thieves partnered with ShipBob, they now have an automated system for shipping. This means they can focus their time on what really matters:

- Creating new apparel launches and amplifying buzz around upcoming products.
- Reliably and quickly fulfilling thousands of orders during a single release.
- Saving time by automating the order fulfillment process.

A large, white, stylized double quote icon.

As we saw our small startup business beginning to gain traction, we needed to find a 3PL that could help us manage the thousands of orders we would get in minutes. When I was researching companies, I knew they had to be tech-enabled, integrate with Shopify, and be a company that could scale with us. We found exactly that with ShipBob. We've grown every year in units and sales, and ShipBob has helped us scale without any issues.

- **Jason Ton**,
CFO of 100 Thieves

IN OUR CUSTOMER'S WORDS

"The resources provided, the time and cost savings, and the shipping speeds that ShipBob provides has been a game-changer for 100 Thieves."

- *Jasmine Ortega, Apparel Operations Manager at 100 Thieves*



dossier

How Dossier Scaled from 0 to Over 100,000 Orders With ShipBob

Sergio Tache, Dossier CEO, set out with a goal to make luxury fragrances available for the masses. In 2019, Dossier opened its online doors and orders came rushing in. When they were first getting started, Sergio and his team were doing everything by hand.

After many painstaking trips to the post office, Sergio realized that doing fulfillment on his own wasn't worth the compromised quality of life.

Enter ShipBob.

With ShipBob's competitive pricing, intuitive dashboard, and no long-term contracts, Dossier was able to focus on growth instead of picking, packing, and shipping. By outsourcing their fulfillment, Dossier ramped up their production just in time for peak season. Over the last Black Friday/Cyber Monday weekend, Dossier shipped more products than their entire first month of business.



“

To reflect on how we grew from nothing to where we are now is humbling and something we're very proud of. Logistics is something you never think about until it stops working, and we've never come to that point with ShipBob. Everything just works. We are super happy with ShipBob and very impressed by how well they've pumped out our large volume of orders.”

- Sergio Tache,
CEO of Dossier



ShipBob Helped Touchland As They Scaled 1,200% During COVID-19

When you think of hand sanitizer, you might think of sticky gels that smell like alcohol. Touchland founder Andrea Lisbona knew that hand hygiene didn't have to be unpleasant — and so did many stakeholders. In 2018, Andrea launched a Kickstarter campaign which resulted in raising 150% of her funding goal in the first 24 hours. That same year, ShipBob began fulfilling orders for Touchland.

Due to the (often time-consuming) hurdles it takes to ship flammable products like hand sanitizer, it was important for Touchland to maintain a quick delivery time despite requiring ground shipping.

With fulfillment locations across the United States, ShipBob is able to facilitate 2-3 day delivery time for Touchland's US customers.

“Overall, we have had a great experience having a ShipBob as a partner that can scale fast with us, paired with their advanced software that helps us quickly understand shipping costs and how to improve shipping times and costs by being closer to where our customers are,” said Andrea Lisbona, founder and CEO of Touchland.

At the beginning of the COVID-19 pandemic, Touchland orders skyrocketed. In the first week, the luxury hand sanitizer brand completely sold out. In the following weeks, 34,000 customers were waitlisted. Between March and May 2020, Touchland had up to 700 orders per day.

“ShipBob's speed to scale and fast pick, pack, and ship process has been seamless, as our business grew 1,200% in a couple of weeks,” Andrea said.





TB12 Saved 25% on Shipping Costs by Switching 3PLs to ShipBob

Tom Brady co-founded TB12 on the belief that everyone can benefit from a more holistic approach to health and wellness. TB12 sells supplements, apparel, protein powders, exercise equipment, and more. The TB12 online store has become a popular destination for Brady's fans and those who seek advice on products for performance enhancement, injury prevention, and overall wellness.

As they hit an inflection point of growth, it was clear to the TB12 team that they needed to look for a new 3PL. They began looking for a new logistics partner who could help them expand in the U.S. and drive down shipping expenses.

"I was most impressed with ShipBob's commitment to driving improvement and technology, which drives reductions in delivery time. I knew a shorter transit time was going to become more important," said Michael Peters, VP of E-Commerce Operations at TB12.

Last holiday season, TB12 experienced 4x their normal volume. By distributing their inventory with ShipBob, TB12 strategically placed product closer to major distribution hubs, shipping carriers, and more customers. This helped the fitness and wellness brand deliver more quickly and cost effectively. Since switching to ShipBob, "fulfillment cost on comparable orders went down by 25%," Michael said.



We've had incredible growth over the last three years. We are very proud that we've been able to take the TB12 lifestyle and method and make it more available to people wherever they are, and help people live less injury-ridden or painful lives. And we look forward to continuing our partnership with ShipBob to help deliver on this promise."

- Michael Peters,

VP of E-Commerce Operations
at TB12



MDacne

MDacne Uses ShipBob to Fulfill Subscription Orders to Become Top Acne Brand

An estimated 500 million people across the world have acne, and 90% never see a dermatologist. Why? It can be expensive and inconvenient. Oded Harth, along with his father, world-renowned dermatologist, Dr. Yoram Harth, started MDacne to make customized skincare accessible.

In 2017, MDacne launched their ecommerce store and began fulfillment with ShipBob. The quickly growing subscription-based acne treatment brand knew they needed a partner who could integrate with the platforms they used, give their customers a consistent brand experience, and help them continue growing.

“ShipBob has been a great ally as they have fulfillment centers all over the US, facilitating a 2-3 day delivery time for any customer in the US. This is helpful especially when weather challenges happen; being able to have different locations to ship from allows for a more seamless supply chain.”

ShipBob’s technology and tools help MDacne with planning inventory reorders, anticipating when SKUs are going to run out, and sets up email notifications about inventory. In addition to ShipBob’s kitting capabilities and shipping rules, MDacne finds value in outsourcing their fulfillment to a 3PL with their own warehouses.

“Because ShipBob has a lot of people to handle our orders and additional warehouses we can expand into, we can scale up with ease as we continue to grow quickly. If we ran our own warehouse, it would be much harder to hire people and we’d inevitably outgrow the space,” Oded said.

WHAT'S NEXT FOR THE BRAND?

“Our goal is to be the number one acne treatment brand in the world,” Oded said.

“We will get there in the near future and are happy to have partners like ShipBob that can help us achieve that goal.”





BAKBlade Grew 291% in Under 3 Years By Partnering With ShipBob for Fulfillment

Matt Dryfhout revolutionized men's body hair removal products when he started BAKBlade in 2012. In 2016, he began shipping with ShipBob. After outsourcing their fulfillment, BAKBlade experienced 291% growth over the course of 4 years.

"After working with ShipBob and seeing the initial 20,000 – 30,000 units go out the door, it allowed me to sleep better at night. We felt the weight lifted off our chests. We weren't having to spend a lot of our time processing those orders, and we were very relieved that we were being taken care of," Matt said.

By implementing ShipBob offerings such as 2-day shipping and multiple warehouses for distributed inventory, BAKBlade has been able to not only meet customer expectations, but exceed them.

“ShipBob was a significant partner in helping manage what became unmanageable when we were shipping orders out ourselves. We are glad we can trust a 3PL that has a fantastic track record. We’ve been very happy with ShipBob over the last few years.”

Following their explosive growth, BAKBlade started fulfilling B2B orders, expanded into Canada, and began offering their product across multiple channels. As BAKBlade navigated these changes, they knew they needed a fulfillment partner who could keep up.

"From our history with ShipBob, it was a no-brainer to expand into other markets with them, knowing that they have done their due diligence to meet the ShipBob standard."



AMPLE

Ample Foods Brought 13% Cost Savings to Their Bottom Line With ShipBob's Fulfillment

Natural meal replacement brand Ample Foods was born out of the desire to eat well while on-the-go. As an emerging brand, Ample Foods was dedicated to cultivating a brand experience and meeting customer expectations. That's why they moved to ShipBob from another 3PL.

The Ample team strives to be very data-driven and constantly uses ShipBob's metrics to measure their business. "ShipBob has grown tremendously in the analytics area, giving us access to different views of our business," said Pablo Gabatto, Business Operations Manager at Ample Foods.

Pablo also said, "Our focus is to grow our business, and that will not be achieved by packing up orders, sending out boxes, and dealing with enormous carriers like FedEx and UPS ourselves."

Options like offering 2-day shipping and the opportunity to distribute inventory to warehouses across the United States has been great for Ample's growth — and their wallet. "We are excited to be able to offer more customers 2-day shipping instead of only having a single West Coast facility with our previous 3PL. Not only is this better for our customers but we also gain a 13% savings to our bottom line."

"We want to focus on engaging with our customers, building our community, and continually developing new products that keep pace with science and customer needs. ShipBob lets us do just that."



- Pablo Gabatto,
Business Operations Manager
at Ample Foods



Bathorium Saved 70% on Shipping Costs as They Increased Delivery Speed & Expanded in the US

Canadian-based brand Bathorium largely broke into the United States market when they were featured on Good Morning America in 2018. The luxury bath bomb company quickly sold 12,000 units. An event of this magnitude was daunting to prepare for. Luckily, Bathorium was able to lean on fulfillment partner, ShipBob, for assistance.

“Having ShipBob there to support our volume and be able to process orders with a quick turnaround was the key to having everything shipped out on time. We were able to ship everything in less than three days. That would not have been possible without ShipBob.”

After navigating new traction in a major market, Bathorium knows ShipBob can handle the demand from holiday sales like Black Friday or Mother’s Day and can provide nationwide distribution with ease.

By outsourcing fulfillment, Bathorium has had time to focus on larger partnerships. Bathorium products are sold in Anthropologie and more than 100 retail locations globally. In addition to bath supplies, Bathorium also has a private-label and personalized products — from bath mists and essential oils to soap lines — coming to luxury hotels like Ritz-Carlton.

“We can continue to work on more strategic relationships without having to worry about order fulfillment,” said Greg MacDonald, CEO and founder of Bathorium.



The logo for Boie USA, featuring the word "BOIE" in a white sans-serif font inside a blue circle, with "USA" in a white box to its right.

Eco-Friendly Brand Boie Scaled to Over 12,000 Orders Per Month With ShipBob

After realizing how much waste toothbrushes created, Boie founders realized a better dental hygiene product was possible. Boie's BPA-free, recyclable toothbrush was born in 2015. The team knew they had something special when they exceeded their Kickstarter goal by over \$80,000. Since then, Boie has added face and body scrubbers to its lineup.

"ShipBob has been with us since day one and has since fulfilled nearly a quarter of a million orders for us," said Manuel de la Cruz, CEO at Boie.


Quickly Boie transformed into an ecommerce brand complete with bundle and gift set options.

With a lower-cost product, Boie wanted to keep shipping costs low while still being able to offer 2-day shipping.

"We sell bundles of our frequently ordered together products and gift sets, which increases our average order value. We also offer free shipping on orders over \$25," Manuel said. "We have moved to a more central fulfillment center location in Chicago to improve transit times and shipping costs."

WHAT'S NEXT FOR THE BRAND?

- Implementing a multi-channel approach
- Fulfilling more B2B orders
- Securing wholesale accounts

A large blue graphic of a quote mark on the left side of the text.

"Through this next phase of growth, we want to keep working with ShipBob. We have opportunities to move into additional fulfillment centers through ShipBob — from other corners of the United States to international hub expansions. We are excited for what the future holds."



- Manuel de la Cruz,
CEO at Boie



Prymal

DTC Brand Prymal Regained Trust in 3PLs and Grew 4x with ShipBob

Morning coffee is a ritual for caffeine drinkers across the globe. Courtney Lee and her family were no exception. After her father was diagnosed with diabetes, she went on a mission to create a better-for-you coffee creamer. Today, her brand, Prymal, offers several delicious flavors of zero-sugar coffee creamer.

Courtney's coffee creamer is great, but her first experience with a 3PL was not. After spending a lot of money and time struggling with her previous logistics partner, Courtney tried ShipBob.



"When I switched to ShipBob, it was game over! I could finally start growing my business.

They made the move from my prior 3PL fast and easy. I saw the benefits of working with them right away."

After switching to ShipBob, Prymal started saving \$8,000 per month and grew their revenue by 300% in four months.

ShipBob's technology, such as built-in analytics, helps the Prymal team pull data in real-time. The ability to access reliable data coupled with the time and money savings, Courtney was able to work on what really mattered: her business.

"This year, we finally have all the pieces in place. I'm excited to finally work on my business rather than in my business. I love that I have time to be on Instagram and Facebook, engaging with my customers. I'm also able to do more podcasts, distribution, and media opportunities. As we keep growing, I'm glad to have ShipBob on our side."





Rainbow OPTX Grew 115% and Saved 120 Hours Each Week by Outsourcing Fulfillment

Color therapy glasses brand Rainbow OPTX has earned thousands of 5-star reviews from customers. And for good reason — people claim these glasses relieve various ailments. In 2017, Rainbow OPTX had a great breakout year but with the growth came a lot of manual work.

"It felt like all I did in the busy season was eat, sleep, and pack orders. It was my entire life. I even had 2 other people helping, each working 8 hours a day, 5-6 days a week. I had reached my limit. I had to make a transition in order to scale," said Noel Churchill, owner and CEO of Rainbow OPTX.

With Rainbow OPTX's unique seasonality, they knew leasing their own warehouse wasn't a feasible option. Noel wanted to outsource shipping to have a consistent workforce while having flexibility in their fulfillment. Noel knew partnering with a 3PL was the answer. After sending their inventory to ShipBob, Noel immediately saw the benefits.

"It was kind of like magic — my orders were imported into ShipBob from my Shopify Plus website and started getting fulfilled right away. I didn't have to do anything. And since then, we've grown 115% and experienced 2.5 times more order volume — all fulfilled by ShipBob." Noel said. "With ShipBob's 2-Day Express shipping, we've seen a 24% increase in our average order value for qualifying orders placed on our Shopify Plus store."

As a result of outsourcing fulfillment, Noel was able to reclaim time spent on Rainbow OPTX.

I was so used to doing so much packing and shipping, and then suddenly I was done fulfilling orders myself. It was pretty awesome. I had time to read through customer feedback, make sure customers are happy, work on our brand direction, and keep a pulse on the business."

- Noel Churchill,
Owner and CEO of Rainbow OPTX

**FLEO**

Fitness Brand FLEO Grew 30% Year Over Year With ShipBob

FLEO supports female athletes in niche spaces — including CrossFit, Olympic weight lifting, track and field, and more — with award winning comfort and designs. Founders Babs King and Carl Protsch utilized their gym network to create 100% organic growth. With all of that growth, FLEO needed a partner who could keep up.

“Before ShipBob, we used a fulfillment center that couldn’t scale with us. Since moving to ShipBob we’ve grown 30% year over year, which is a testament to their scalability, service, and technology. I feel really fortunate to have found ShipBob when we did,” Carl said.

ShipBob’s technology has allowed FLEO to easily integrate their Shopify Plus site, create new SKUs, and manage inventory — all crucial aspects of running a rapidly growing apparel business.

“We roll out new products and designs on our website 1-3 times a month and send new inventory to ShipBob each week. It’s really easy to create new SKUs and restock existing ones using ShipBob’s technology, which is especially important with high inventory turnover,” Carl said.

FLEO’s goal is to launch new products, expand into additional fulfillment centers, and distribute our inventory across the country to utilize more of ShipBob’s capabilities.



“I know ShipBob can remain a partner of ours as we grow even more. ShipBob should be top of mind for ecommerce companies experiencing growth, so they can focus on brand and design instead of packing boxes.”

Conclusion

There's no one-size-fits-all fulfillment solution for DTC companies. Each brand has unique goals, products, and ways of fulfilling orders. However, partnering with a logistics company that has the capability to cater to your business's needs is universal.

When you choose a fulfillment and logistics partner, it's key to find a company that will not only grow along with you, but also help you scale to 100, then 1,000, and beyond. A reliable and innovative 3PL can be a lever for growth for any ecommerce brand.

The stories above are just 12 of thousands ShipBob has. We work with young startups all the way to brands shipping 100,00 orders per month. To hear more brand stories like these, visit our website to read [case studies](#) from other ShipBob merchants.

If you're looking for a long-term partner, see if ShipBob is the right fit for your business. Learn more about our pick and pack fulfillment solution [here](#).



About ShipBob

ShipBob is a tech-enabled 3PL that offers simple, fast, and affordable fulfillment for ecommerce businesses. With a network of fulfillment centers across the globe (with new locations continuously underway), ShipBob lets you split inventory across locations to reduce shipping costs and transit times.

We ship. You grow.

Visit ShipBob.com to learn more or to [request a pricing quote](#).



“We never wanted to be a logistics company, so we found a really good partner in ShipBob to offer the fulfillment services, technology, and other tools needed to stay competitive. With everything that ShipBob does for us, we can focus on the brand itself, develop content, evolve our existing products, and expand our product lines.”



- **Matt Dryfhout**,
Founder & CEO of [BAKblade](#)

