

BURT'S BEES CASE STUDY



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BURT'S BEES

SIMPLE, NATURAL, AND RESPONSIBLE

Burt's Bees, one of the Clorox Company's most renowned brands, is committed to supplying environmentally friendly health and beauty products. With a focus on responsible ingredient sourcing, sustainable packaging, and a culture of environmental stewardship, each product is designed to be "true to nature."

WHY BURT'S BEES CHOSE PFS

Burt's Bees needed a 3PL to fulfill orders for their eCommerce customers as well as their small- to mid-sized B2B customers. Their personal care, health & beauty, and personal hygiene products come in a range of quantities with unique requirements. In their search for a vendor, Burt's Bees found that PFS had the scalable fulfillment infrastructure they required.





TAILORED SOLUTION

Over the course of our partnership since 2012, we have designed a solution for Burt's Bees that is responsive to their specific business needs, showcasing the operational flexibility that is our trademark. Our B2B fulfillment solution entails unique labeling requirements and varying case sizes, including an "each" size for in-store test samples. This tailored solution supports the requirements of smaller regional stores who frequently order less-than-case quantities, not the multiple case orders that Burt's Bees typically sends to large retailers like Walmart.

PERSONALIZATION & CUSTOM GIFTING

On the DTC side, one of the unique services we offer Burt's Bees is **personalized labeling** for their line of lip balms. When ordering lip balm online, customers have the option to write a personal message that will appear on the product label. We receive the order from the website and apply the personalized labels to the product prior to pack out. As an extra quality step during the personalization process, we perform a **manual review of incoming orders** for any inappropriate messaging that may have bypassed the website's system checks.

We also fulfill orders created through Burt's Bees' online custom gift builder, in which customers can choose a gift container and individually select all the products they want to fill it with. We provide **customized kitting** for these orders during the fulfillment process.

The Burt's Bees business model is focused on environmental sustainability. PFS supports their unique requirements for the types of pack out and dunnage materials to be used (for example, no bubble wrap or packing peanuts). As a result, **all of our dunnage and packing material for Burt's Bees is 100% recyclable.**



CONTINUOUSLY EVOLVING

We continue to adapt our solution to meet Burt's Bees' evolving requirements. After years of efficient B2B fulfillment, **we proposed an innovative cross-docking solution to enable fast and efficient fulfillment to individual retailers from their in-house fulfillment depot.** Through an EDI connection between their system and our Warehouse Management System, we receive Purchase Orders for individual stores, which we then pack and palletize and send to the next step in the supply chain.



In addition to fulfillment, we support Burt's Bees with an **End-to-End eCommerce solution that includes contact center services, web development, payment processing, and fraud management.** Recently, our business management team recommended adding online promotions to their sales strategy – for example, allowing the customer to choose a free gift with a minimum purchase. This initiative has been a huge success in driving order volume, doubling their holiday sales from 2016 to 2018.

Between the online promotions, highly popular personalized lip balms, and custom gift baskets, Burt's Bees is experiencing unprecedented volume increases. We are proud to be partnering with them during this time of growth, using our industry expertise to deliver unparalleled DTC and B2B experiences through a flexible and scalable End-to-End eCommerce solution.

FROM 2016 TO 2018, ONLINE PROMOTIONS HELPED DOUBLE HOLIDAY SALES AND ORDER VOLUME.



SOLUTIONS PROVIDED

- B2B & DTC Fulfillment
- OMS & WMS
- Customer Care
- Payment Processing
- Fraud Management
- Web Development & Merchandising

ABOUT PFS

PFS is a tested-and-proven Global Commerce Operations Partner with solutions spanning branded fulfillment services, high-touch customer care, intensive fraud management offerings, and scalable WMS and order management technologies.

PFS supports B2B and DTC clients with technology, personalization, and fulfillment expertise gained through 20+ years as an industry leader. PFS's innovative solutions deliver intelligent commerce operations and shape brand experiences for the digital age.

