

SITKA B2B & DTC CASE STUDY



P F S



INNOVATION OBSESSION

The SITKA Gear story started with a question on a September morning several thousand feet up from the tent, soaking wet from sleet and sweat, cold, and completely fed up with gear that was clearly not up to the task: Why was hunting gear so inadequate? With this question, innovation became an obsession. Today, the SITKA Tribe fanatically seeks to create the gear that will support the hunter's passion and allow them to push the limits, to immerse themselves in wild places and to interact with the natural world on a deeper and more meaningful level. SITKA Gear exists to elevate the standard against which all other hunting brands are measured – in product design, content authenticity, customer service, and environmental stewardship.

CHALLENGES

SITKA has become a household name for Big Game, Whitetail, and Waterfowl hunters. Their trust in the SITKA brand and gear is made clear through SITKA's rapid growth of 30–40% year-over-year. While exciting, this growth rate does come with its challenges. SITKA was quickly outgrowing their storage footprint and manual processes. They desperately needed a provider who understood the complicated nuances of DTC and especially B2B fulfillment requirements.



SITKA CHOSE PFS

PFS's B2B experience, ability to provide a large and fluid footprint with ample room for growth, and highly customizable WMS met SITKA's immediate needs. Our experienced staff and advanced fulfillment technology provided an accommodating solution that could manage a plethora of unique fulfillment requirements for B2B and DTC customers with highly efficient, system driven processes.

B2B FULFILLMENT

A major requirement for the SITKA solution is fulfillment to the "Big 8" – Sitka's eight largest and most demanding B2B customers. Each retailer maintains routing guides that must be followed exactly to ensure smooth inbound processing at their stores. The PFS solution for SITKA is designed to meet the requirements of these major box stores while simultaneously supporting the needs of SITKA's smaller B2B customers and direct-to-consumer operations through highly customized, system-driven processes.

- **UCC Labels**

UCC 128 labels are a requirement for most major retailers. SITKA's previous solution did not have a system that would support this requirement and received frequent chargebacks as a result of not meeting customer requirements. **PFS now applies a UCC label to each carton with a barcode that includes detailed information on everything included within the carton.** When an order has been ship confirmed PFS sends an ASN to the customer on an hourly basis with separate ship confirmation files for each order type.

- **Customs Invoicing**

PFS systems support creation of customs invoices for international orders of all sizes and destinations.

- **Order Consolidation**

The PFS WMS supports order consolidation into one LTL, including customized consolidation options at the customer level, saving shipping costs for SITKA, PFS and the customer.

- **Support for DTC**

PFS seamlessly manages SITKA's DTC business alongside their B2B operations. Utilizing shared inventory across operations, PFS is able to support volume fluctuations without service delays. Black Friday 2017 was a good example where actual DTC volumes were double what they had forecasted. **Leveraging the B2B inventory, PFS shipped almost 4X what was predicted without issue.**

SITKA'S "BIG 8"



AT SITKA'S REQUEST, PFS WAS AUDITED BY THE WERC BEST-PRACTICE ASSESSMENT CERTIFICATION AND PASSED ON THE FIRST TRY. THIS CERTIFICATION COMPARES PFS TO WORLD CLASS SUPPLY CHAINS.

STILL EVOLVING

Since implementing the solution in 2016, SITKA has experienced astronomical growth in both sales and SKU count. To support this growth, PFS doubled the storage space for SITKA and continues to plan for further expansion in the future.

PFS's system driven fulfillment operations have led to significant improvements across the SITKA operation, and it shows across customers through compliance scorecards. Many customers have strict guidelines for their suppliers that must be met to ensure smooth operations. For one major retailer, as an example, the SITKA scorecard improved from a D- in July of 2016 to a B+ in 2017, with anticipation of hitting an A in 2018.

SOLUTIONS PROVIDED

- B2B Order Fulfillment
- DTC Order Fulfillment



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 OMS 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.