

Case Study:

CANDLE WARMERS ETC.



Industry

Home Decor

ERP

NetSuite

Website

www.candlewarmers.com

Overview

Candle Warmers Etc., headquartered in Salt Lake City, Utah, specializes in home decor products that strike the perfect balance between style and function. After discovering the fire risk posed by traditional flame candles in 2001, the family behind the brand decided there had to be a better, and safer way. The result was Candle Warmers, the original alternative to lighting a candle.

The company's products are available in major retail stores, on its website, and through eCommerce platforms like Amazon. With a distribution mix of 80% through big box retailers and 20% via eCommerce, Candle Warmers has experienced significant growth in recent years, including securing space in the largest national retailer, which drove company-wide expansion.

Benefits & Key Outcomes



Reduced order fulfillment times by more than 66%



Streamlined processes eliminated the need for overtime hours

Challenge

Rapid growth is both Candle Warmers' greatest success and challenge. Securing space with a major national retailer was a huge accomplishment for the company, but it resulted in surging demand that the team wasn't immediately prepared for. Candle Warmers' fulfillment process became more complex practically overnight and it was difficult to balance growth with staffing constraints, machinery requirements and its previous shipping solution. Candle Warmers recognized that it needed a flexible and agile shipping solution that could scale with its evolving needs.

Solution

Since implementing ShipHawk, Candle Warmers has taken shipping efficiency to new heights. The company is expected to ship all orders within 48 hours and has found that to be a very attainable goal with ShipHawk's support. It can now prepare an order for shipment in one minute or less, compared to an average of three minutes with its previous system.

"We had outgrown our previous solution and were looking for something that would not only fit our needs now, but something that could also grow with us. ShipHawk was that solution," said Marli Mouritsen, Senior Supply Chain Manager at Candle Warmers.

ShipHawk also makes it easy for Candle Warmers to efficiently process bulk shipments, reducing order fulfillment times and resulting in a higher level of customer satisfaction. "ShipHawk enabled us to ship a lot more efficiently. With the eCommerce side of our business, we have a lot of orders that are very similar and we can do bulk shipping and bulk processing and get orders out faster," said Mouritsen.

Rapid growth can put a strain on any team, and for Candle Warmers that meant having staff work overtime on nights and weekends to keep up with orders during periods of peak demand. Utilizing ShipHawk to streamline shipping processes, Candle Warmers eliminated the need for extra shifts while also ensuring every order is accurate and gets out on time.

"ShipHawk support has exceeded my expectations. Any time I've had to reach out for help, they are very responsive and can answer my question in a very timely manner to not bottleneck and delay any of our shipments," said Mouritsen.



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**—
Marli Mouritsen,
Senior Supply Chain Manager at Candle Warmers.**