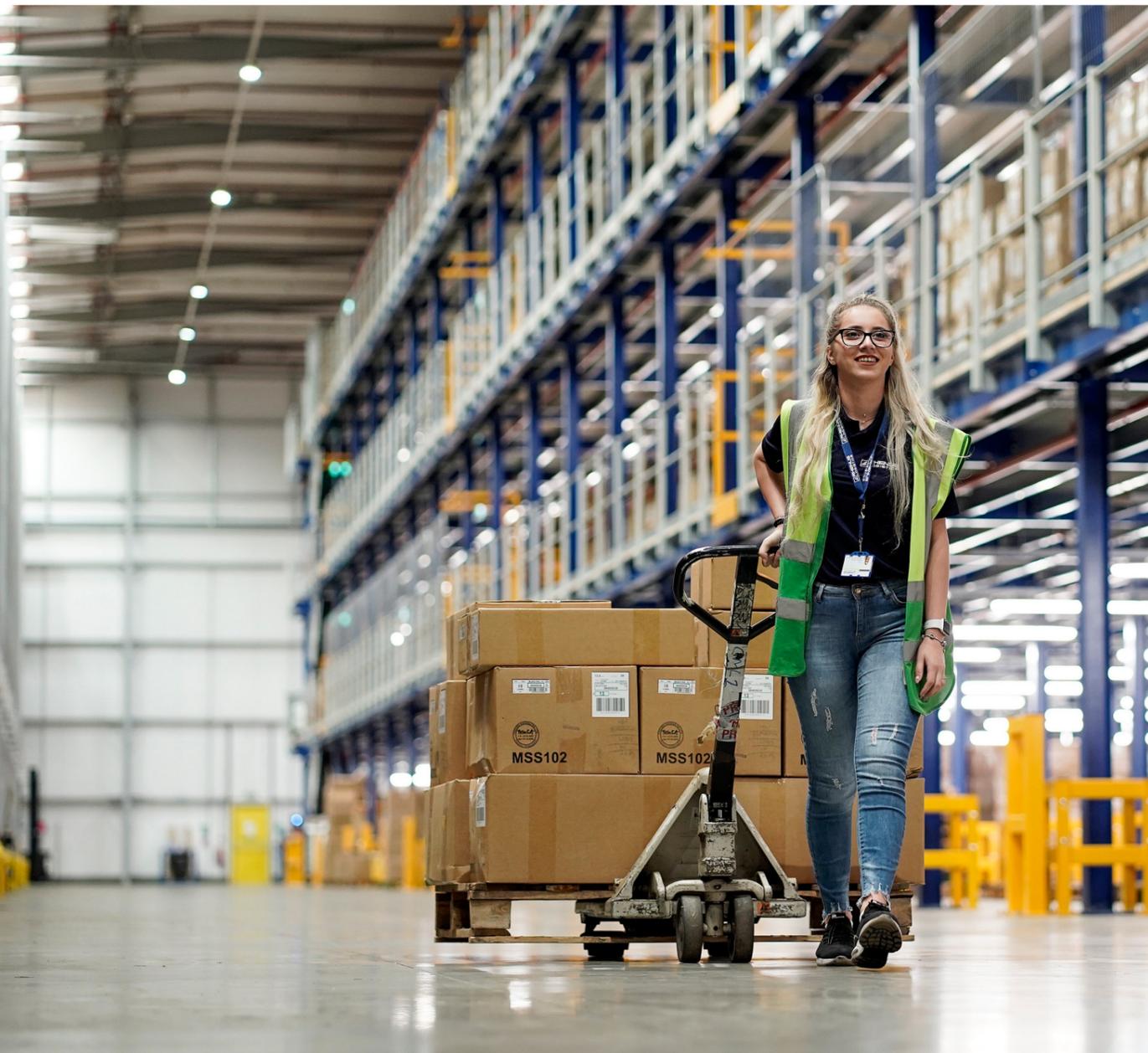


SKINNYDIP & RHENUS



RHENUS WAREHOUSING

**RHENUS DELIVERS
COST-EFFECTIVE AND
PERSONALISED LOGISTICS
FOR SKINNYDIP**



SKINNYDIP PARTNERS WITH MULTI-CHANNEL LOGISTICS EXPERT RHENUS FOR A HIGH VOLUME, RETAIL SUPPLY CHAIN SOLUTION WITH PERSONALISATION AND EXPANSION SUPPORT



THE BACKGROUND

Skinnydip is a London-based British lifestyle brand that officially launched in 2011 with their first phone case, shortly after the Apple iPhone was introduced. The Co-founders quickly realising that fun, phone case designs were incredibly limited and following the launch, Skinnydip witnessed significant demand for their product and, as a result, the company experienced impressive growth.

With the introduction of additional quirky accessories, including clothing and lifestyle products and the ability to personalise goods, the company continues to go from success to success for everyone to love and enjoy all-year-round. Skinnydip loves to collaborate and with the likes of the Simpsons, Disney, SpongeBob and celebrities such as Julia Michaels, Amelia Liana and Zara Martin, these have all generated demand for their products.

Skinnydip now has 16 standalone stores across the UK and also feature in over 200 stockists worldwide, growing each and every year, with a mission to take over the globe and make Skinnydip products accessible to all no matter where you go.

THE CHALLENGE

Skinnydip's supply chain was fragmented and sub-optimised being spread across two warehousing and fulfilment facilities. With a duplication of resources across both retail fulfilment warehouses and economies of scale not leveraged, the ability to create synergies and deliver cost savings was a challenge.

The significant growth in Skinnydip demand meant that one of the warehouses did not have enough storage or throughput capacity to service the market efficiently and so they required a flexible, brand-focused and scalable B2C fulfilment expert that could accommodate their impressive future growth plans.

Furthermore, as they were operating from two different warehouse management systems (WMS) inventory was not only held in two, different physical locations but also in two, different systems locations which could potentially mean missed sales opportunities.



It has been a pleasure working with Rhenus. The systems and processes they have in place are second to none, but more importantly, the people in the organisation are attentive and cooperative, and I would highly recommend Rhenus to any business that is looking for a best in class service.

Lewis Blitz – Co-Founder, at Skinnydip Limited





THE SOLUTION

In 2019, Skinnydip decided to review their retail logistics solution and outsource to a third-party B2C fulfilment expert and in quarter one of 2020, both of Skinnydip's operations were seamlessly transferred to Rhenus with no customer disruption at all.

They selected Rhenus based on:

- Flexibility – inventory can be dynamically relocated from retail/wholesale inventory to e-commerce inventory upon request to meet the sales demand wherever it is highest.
- Late Order Cut-Off Times – this is of huge benefit to Skinnydip and their e-commerce order fulfilment requirement as customers now expect to order as late as possible in the day and then receive their delivery the next day.
- Location - centrally located within the UK and also as Rhenus's sites are on Magna Park in Lutterworth, this is within the golden logistics triangle.
- Multi-Channel B2C Solution – Rhenus's experience of demonstrating capability of managing high volume, multi-channel, retail operations.
- Personalisation – with the increase in popularity for personalised products, Rhenus were able to provide a solution to add personalisation onto various accessories including phone cases, water bottles, mugs, books, stationery and other lifestyle products.
- Rhenus's Online Portal - all inventory is now visible to Skinnydip 24/7 through the use of the online portal.



THE RESULTS

Skinnydip had an extremely successful black Friday and Christmas peak in 2020 with e-commerce, order fulfilment and returns processing rates in excess of 99%. A year end wall-to-wall inventory count also produced results of 99.95% accuracy.

Capacity and resource planning is managed on a daily basis delivering both flexible labour resource and flexible space, allowing the operation to scale up and down accordingly in-line with Skinnydip's demand.

THE RHENUS GROUP IS A LEADING LOGISTICS SERVICE PROVIDER WITH GLOBAL BUSINESS OPERATIONS AND AN ANNUAL TURNOVER OF EUR 5.4 BILLION.

Rhenus has business sites at 820 locations worldwide and employs 33,500 people. The Rhenus Group provides solutions for a wide variety of different sectors along the complete supply chain; they include multimodal transport operations, warehousing, customs clearance as well as innovative value-added services.



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