

[Shipwire: Keetsa.com case study]

Shipwire Saves Revolutionary Mattress Company Keetsa.com 75% in Warehousing Costs

If you've seen all the sleep aid commercials on television, it's obvious that getting a good night's sleep is a major problem. So when Keetsa.com introduced a revolutionary, eco-friendly memory foam mattress that can help people sleep better for less, the demand for the product was clearly there. In keeping with the company's environmental and cost-saving commitment, Keetsa had also developed a unique packaging solution that allowed the mattresses to be boxed for easy delivery, reducing transport costs and overall carbon emissions.

What Keetsa founder De Nia Lee didn't anticipate was the sleepless nights trying to find a warehouse to store and ship her mattresses. She found herself stuck in a classic small business box: She needed a warehouse that would fit her storage needs, but traditional warehouses wouldn't work with her. Keetsa's packaging is designed within the carrier specifications so that they could uniquely deliver through the mail. Despite that, traditional warehouses didn't want to deal with mattresses or demanded long-term contracts, upfront fees and a credit check which would have been hard for a newly established business to pass.

It seemed like the only option was to pay for her own 10,000 square-foot warehouse in Oakland, California. It was a hard choice to accept as the added costs would force her to raise retail prices past her comfort point and she would need to spend a lot of precious time managing the warehouse. Time that she needed to tend to retail sales and evangelizing her revolutionary product. Just as she was getting ready for more sleepless nights away from home, a friend told her about Shipwire.

Shipwire offers a game-changing storage and shipping solution for companies like Keetsa.com. It was just what Ms. Lee knew she needed but thought she'd never find. Shipwire's easy plug and play solution eliminates the hassle of storage shipping for growing retail companies. "Shipwire's

model was a perfect fit,” she says. “No annual commitments, low monthly fee, no credit check and Shipwire customized a pricing plan for me quickly.” Using Shipwire, Keetsa was able to put inventory into East and West coast warehouses and automate mattress shipments to their growing list of online buyers from their online store.

“We chose the Shipwire warehouse and delivery service for its flexibility. They gave us storage and delivery features that we needed at a price we appreciated.” Ms. Lee says. She estimates that using Shipwire saved her 75% versus the Oakland warehouse alternative - enabling Keetsa to maintain the lowest retail prices on their mattresses. “Shipwire combined with our unique packaging became a huge advantage that will allow us to compete against established players.”

In addition to saving money, Shipwire’s solution gave Ms. Lee other powerful advantages to help her keep her company competitive.

Delivery the way she wanted it

Shipwire does not require Keetsa to deliver product on pallets, which allowed the company to pack import containers with an estimated 1/3 more product. Shipwire’s warehouse professionals could handle container unloads.

The power of multiple warehouses

Using Shipwire’s East and West Coast warehouses enables Keetsa.com to move inventory closer to customers, ensuring that their delivery costs are low and use less fuel in the process, keeping the mattress shipping cost and carbon footprint lower. According to Ms. Lee, “Shipwire listened to my needs and then customized a pricing plan that gave me features that I never even dreamed possible like multiple warehouses.”

80% less time

“It takes us about an hour to ship a mattress from our flagship retail store in San Francisco...pulling the box from inventory, labeling it and waiting for the shipper,” says Ms. Lee. “It takes less than 10 minutes to log into Shipwire.com and schedule a mattress for shipping.”

Founder takes back control

Instead of Ms. Lee bowing to the demands of warehouses, hoping they would do business with her company, Shipwire put the power back into Ms. Lee's hands. She didn't need the warehouses. Now she can manage inventory and delivery in a way that is convenient and affordable for her company.

Even the fact that she didn't have to sign an annual contract with Shipwire put more control in her hands. "It means Shipwire has to keep proving itself to me everyday," Ms. Lee notes. Although she quickly adds, "...but believe me, I have no intention of leaving Shipwire." Especially since working with Shipwire, Ms. Lee sleeps a whole lot better.

[Keetsa lightbox]

Shipwire Empowers Revolutionary Mattress Company Keetsa.com and Saves them 75% in Warehousing Costs in the Process

When Keetsa.com introduced a revolutionary, eco-friendly memory foam mattress that can help people sleep better for less, the demand for the product was clearly there. But De Nia Lee, the founder, was stuck in a classic small business box: She needed a warehouse that would fit her storage needs, but traditional warehouses demanded long-term contracts, upfront fees and a credit check which would have been hard for a newly established business to pass.

A friend told her about Shipwire, which offers a game-changing storage and shipping solution for companies like Keetsa.com. Shipwire's easy plug and play solution eliminates the hassle of storage shipping for growing retail companies. Ms. Lee was happy to see that Shipwire suited her situation. "Shipwire's model was a perfect fit," she says. "No annual commitments, no credit check and Shipwire customized a pricing plan for me quickly." Through Shipwire she was able to put inventory into East and West coast warehouses and automate mattress shipments to their growing list of online buyers from their online store.

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