



# Banded Uses Quivers Ship-From-Store Capability to Selectively Route Online Orders to Their Specialty Retailers for Local Last-Mile Fulfillment.





## **BANDED successfully drove orders through their website while continuing to share orders with retailers — all without sacrificing WooCommerce orders.**

With over 10,000 stores in the US expected to close in 2021 (vs. only 4,000 new openings), footfall to brick and mortar stores continued on a downward trend. The convenience and price-comparison advantages of online shopping have increasingly enticed consumers away from traditional retailers, and this has been exacerbated by the COVID-19 pandemic.

In this climate, BANDED was looking for a platform to help them collaborate with brick and mortar stores,

rather than work against them. As such, their customers could get the best of both worlds: The choice and competitive pricing of online shopping, combined with the convenience and personalized service that comes from a great in-store experience.

BANDED needed a platform that would allow them to utilize retailers for fulfillment, automate the B2C fulfillment process with their warehouse, and optimize their inventory positions with wholesalers.

## THE COMPANY

**BANDED is the market leader in top-performing hunting and outdoor sports gear. The brand is well known for its aesthetic design, intuitive technical features and cutting-edge fabric technologies.**

BANDED was formed by a group of avid outdoorsmen, innovators and product designers who joined forces after years of working in the outdoor industry. Traditional military bags, tools and clothing themes were incorporated into inventive stylish designs. BANDED currently offers over six hundred items representing nineteen diverse product categories.

## HIGHLIGHTS



Utilizing retailers for fulfillment



Automating B2C fulfillment process with their warehouse



Optimized inventory positions with wholesalers

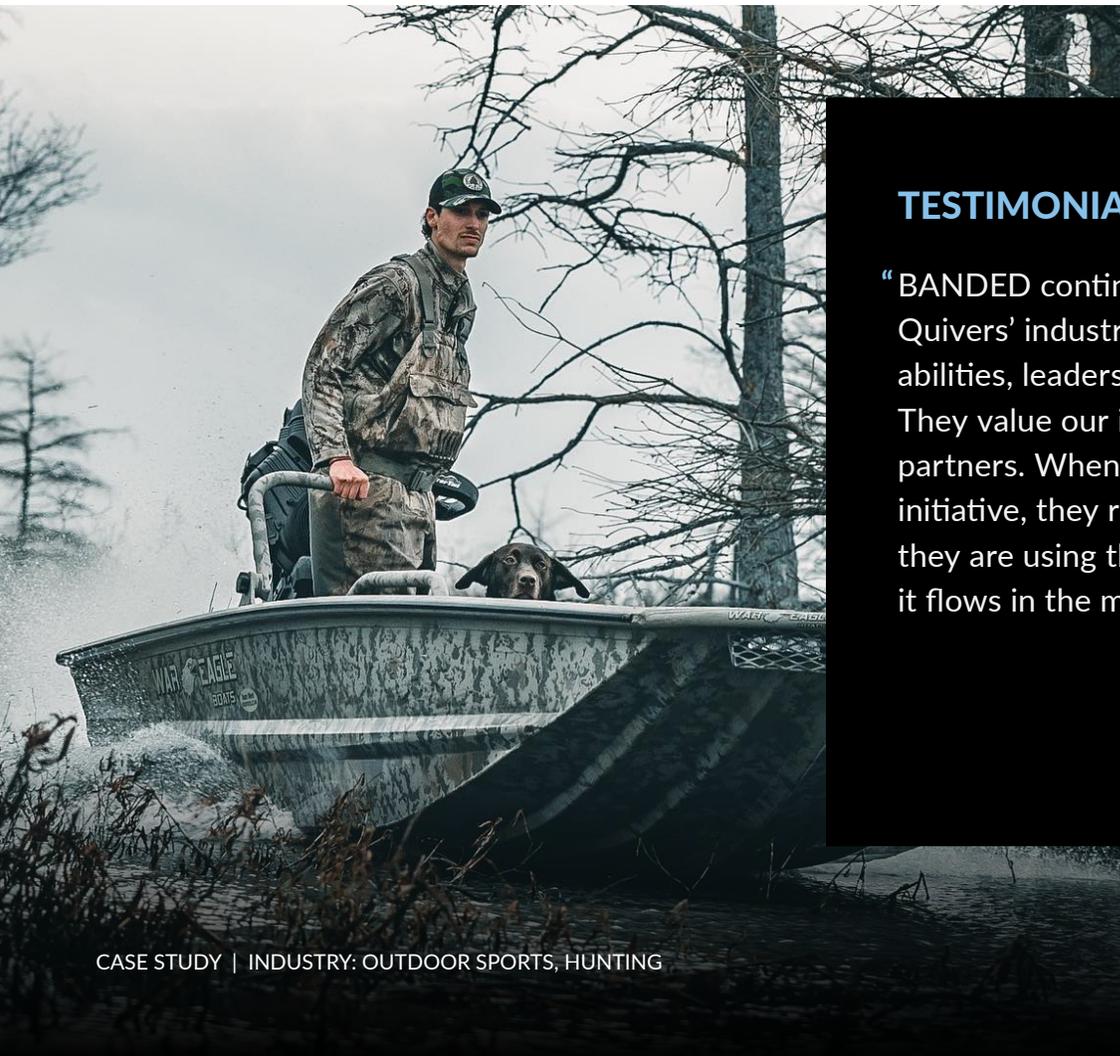
## THE CHALLENGE

**BANDED** wanted to increase sales without competing with retailers. Collaborating with retailers for order fulfillment provided the perfect opportunity to increase conversions, drive orders that retailers would have never had, and offer an improved customer experience.

Technology was the main barrier blocking BANDED from collaborating with retailers for fulfillment. Without the right technical tools or expertise, making this ambition a reality was a significant challenge. BANDED required new tools to be fully integrated with their WooCommerce store, and needed an easy-to-manage order fulfillment platform. In addition, any solution also had to include

ERP and inventory integration, plus the ability to assign orders based on retailer product availability.

Quivers worked with key stakeholders at BANDED to provide a complete and seamless solution that met these requirements and ensured the implementation process was executed as smoothly as possible.



## TESTIMONIAL

“BANDED continues to be impressed by Quivers’ industry knowledge, technical abilities, leadership, and overall support. They value our input as business partners. Whenever deploying a new initiative, they run it by us to make sure they are using the best systems and that it flows in the most optimized way.”

- Bobby Redfern  
Digital Marketing Manager  
Banded Holdings

## THE SOLUTION

Quivers worked alongside the BANDED team to ensure a seamless integration of Stripe, Sage ERP platform, WooCommerce and the Quivers Collaborative eCommerce solution to work hand-in-hand with retailers and avoid channel conflict.

Quivers created a valuable partnership with BANDED by evaluating their wholesale and direct consumer goals and developing a strategy that supported their direct consumer and wholesale sales. Quivers worked with BANDED to build a custom WooCommerce plugin, implement Quivers tools such as the dashboard for brands and retailers and order routing timers, and to integrate the website with Sage 100 (ERP).

In addition to this, Quivers provided further technology solutions and significant internal process optimizations. Quivers updated the BANDED technology stack with custom work and plugins, integrated a new payment gateway, migrated BANDED to a new server, offered pro store support and more.

## THE RESULTS

**34.6%** Increase in revenue year-over-year

**55%** Increase in wholesale orders year-over-year

**100%** Increase in average order volume

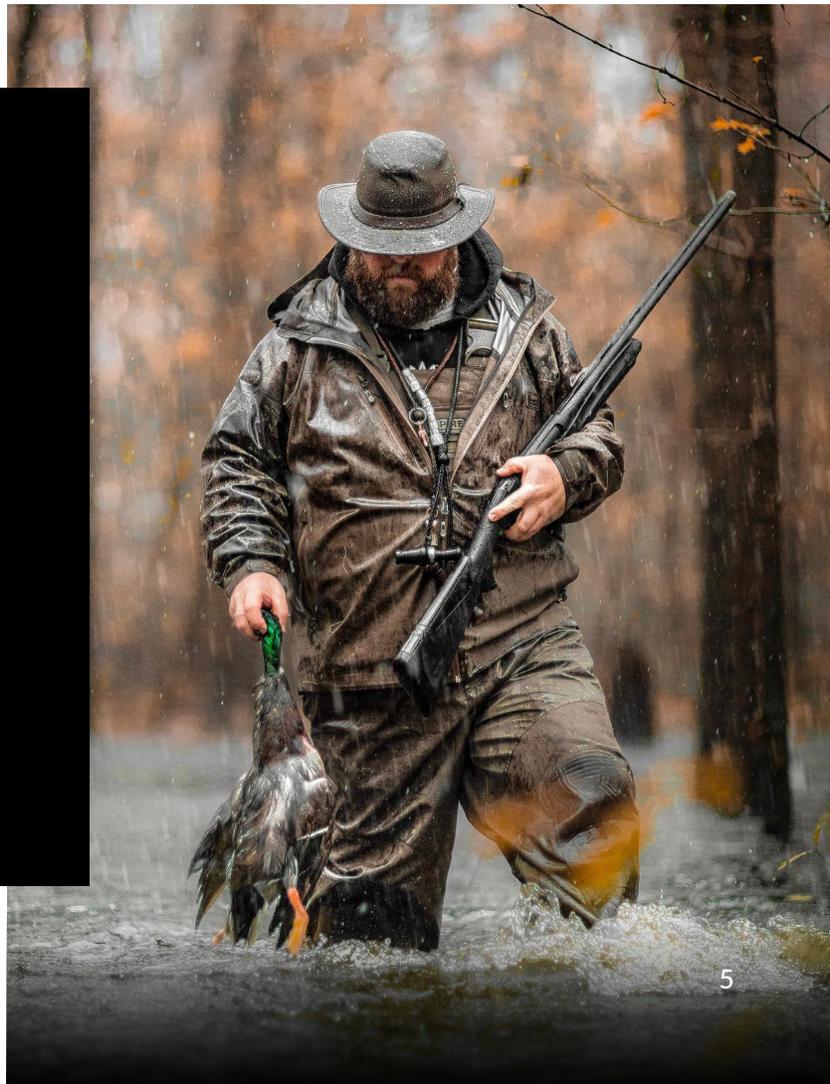
**300%** Increase in retailer fulfillment locations



Streamlined BANDED's DTC warehouse



BANDED gained a trusted partner and advisor in Quivers, helping them grow by bridging the gap between retail and DTC



# Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).

 You can also contact us directly:

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 **Quivers**

Quivers is the leading commerce platform for specialty brands. Quivers provides specialty brands complete control of their commerce ecosystem—including retail partners, pro consumers, employees, marketplaces, and more. Quivers bridges the gap between online and offline shopping by offering specialty brands unique eCommerce features to drive performance while also powering the very best in local in-store fulfillment for their consumers. Ultimately, Quivers helps brands create a better consumer experience, increase eCommerce sales, improve sell-in, reduce stock-outs, and ship faster and more efficiently, all while maintaining a healthy B2B channel. For more information, please visit [www.quivers.com](http://www.quivers.com).