

LEADING AUDIO COMPANY TURNS TO WEBER LOGISTICS TO SUPPORT RAPID MULTI-CHANNEL GROWTH

SITUATION

JLab Audio is a leading personal audio company and the #1 accessible True Wireless brand in America. JLab first began working with Weber Logistics in 2015 for multi-channel fulfillment. At the time, JLab's online sales were primarily through its website, with brick-and-mortar sales through a limited number of retailers. Since then, the brand has exploded, thanks to its expansion into thousands of retail doors, strong marketing efforts and partnerships with sports franchises like Major League Soccer (MLS). JLab has turned to Weber to handle this rapid growth, with both eCommerce and retail fulfillment. Weber has not only kept pace with JLab, but has helped optimize relationships with its suppliers and online customers, while ensuring compliance with an increasing number of retailers.



KEYS TO SUCCESS

- **Vendor compliance:** As retail fulfillment experts, Weber is able to onboard JLab with new retail partners quickly, ensuring compliance and preventing chargebacks.
- **Scalable fulfillment:** JLab relies on Weber's ability to scale warehouse space and labor to meet demand spikes seamlessly.
- **Process efficiency:** Weber routinely identifies and helps solve for costly inefficiencies, such as differing pallet configurations from suppliers.
- **Value-added services:** Special services include repackaging, product reconfiguration and display building.
- **Frequent and open communication:** From meeting seasonal challenges to pandemic-related ones, Weber and JLab teams meet frequently – often daily.

ACCOUNT CHARACTERISTICS

- An average of 583 retail orders per month.
- Cases shipped per month has increased from 30,000 in 2015 to over 200,000 in 2020.
- Monthly eCommerce orders average 12,000.
- High-profile retailers that require special packaging and handling include Walmart, Target, Best Buy and Walgreen's.

RESULTS



We told them flat out of the gate that we're coming in small, but these are our plans, and these are our projections and we're going to grow fast. We need you to grow fast with us, and they did. I really view Weber as an extension of our team. I don't look at them as a third party.



Matt Bustamante
Vice President of Operations