



## Physical Limitations: Making Room for a 3PL Provider

### Situation

Everyone starts out small. When your online store is at the beginning stages, you're probably handling most things yourself, including order fulfillment and shipping. But as your business grows and your customer base expands, you might come to the conclusion that you need a partner.

An educational publisher recognized that with the booming success of their product lines, that they needed external help to fulfill their orders. More than ever, their curriculum was flying off the shelves.

### Solution

When Bradford & Bigelow came into the picture, this educational publisher was ordering their printed products monthly at minimum quantities meaning higher unit costs. In addition, the storage space in their office was not nearly enough to keep up with demand.

Bradford & Bigelow was able to offer a simple solution: print, warehouse, and distribute. With its platform, it was able to fulfill higher quantity orders with lower unit costs, and fulfill all orders from its warehouse.

**“We used to spend hours fulfilling our orders and with limited space, we could only handle so much inventory. B&B was able to offer us lower pricing for longer runs along with fulfillment services which increased our bottom line.”**

### Outcome

Outsourcing fulfillment means that you can focus on your business and not worry about the logistics portion. Choosing a provider, like B&B, with print capabilities allowed **the educational publisher to save countless man hours and reduce costs by 15%.**