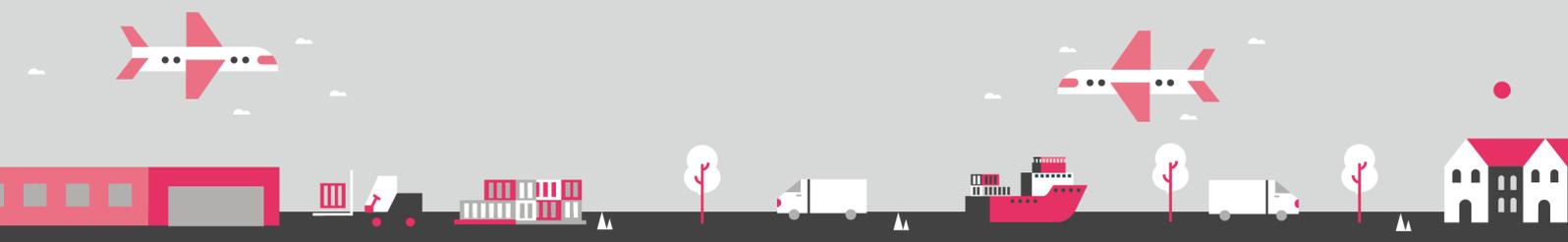


skladon.

We have been shipping
ultra-compact shoes since 2016

Skidders logistics



A story about long-term cooperation with a brand started by one of the most successful Czech crowdfunding campaigns on Kickstarter

Logistics from A to Z and a partnership based on open communication. This is a brief way to define our relationship with the Skinners brand, which has been going on since 2016. B2B and B2C logistics, product assembly, quality control of goods from production, delivery to 90+ countries, 10,000+ sockshoes shipped per month... Read the story about cooperation with a client who was among the first at our company and still uses our services.



One shoe. Infinite possibilities. This is a short way to define a [Skinners](#) product. Thanks to the patented technology and design, it offers a combination of freedom and comfort of socks with basic shoe protection. [Michaela Matějková](#) and [Petr Procházka](#) from Brno are behind the birth of this idea. A purely Czech project has won a number of awards in the past, including Red Dot Design, Good Design or A'Design. The company currently employs 12 regular employees, outsourcing its production and logistics. [Forbes](#), [CzechCrunch](#), [Lidovky.cz](#), [E15](#) or [MediaGuru](#) have recently written about "sockshoes".

In the beginning, there was a crowdfunding campaign on Kickstarter

In 2016, the company successfully completed its first campaign on the American crowdfunding portal Kickstarter. The set target of USD 10,000, which mainly covers investments in production, was exceeded several times in 40 days. The final amount withdrawn stopped at \$ 650,000. After the end of the campaign, in addition to production, logistics also began to be addressed. It was necessary to send 2,000 shipments per month.

Logistics in the first months

"In the middle of 2016, we rented an apartment in Brno, equipped it with recks and started sending the first packages with part-time workers. It took 10 man-hours a day, 5 days a week to meet the standard," recalls Michaela Matějková, Co-Founder and COO of Skinners. "So we dealt with administration of employees, we communicated with carriers and customs

companies and we set up the first logistics processes,” she continues. “After the first months, we decided that logistics is not an area we want to focus on. So we started looking for a logistics partner.”

Conditions for the transition to logistics outsourcing

There were several reasons for the change. “Logistics, especially around the world, is a complex activity that requires a lot of time and energy. These resources can be invested more effectively in the company. We also wanted to get to lower price lists, which fulfillment companies are able to negotiate with their carriers thanks to the accumulation of shipments of other clients. We were looking for a partner who would be reasonably priced, deliver shipments to 100 % of our customers’ countries, check the quality of delivered goods from production and be able to complete or customize orders according to our requirements. Of course, while maintaining a certain quality of service,” defines Michaela requirements.

Why Skladon

“We were convinced by their executive thinking and price. Skladon was at the beginning of its functioning at that time with the possibility of great adaptation to the client. In addition to the above, they were able to handle the specifics of downloading data from Kickstarter and did not limit us in choosing an accounting system. The only thing they were unable to meet at the time was a better price for transportation. During the decision-making process, we did not find any competition that would meet these conditions, so we decided to prioritize the risk of cooperation with a start-up company,” describes Michaela.

The beginnings of cooperation with Skladon

The transfer of logistics took 1 month, specifically the transport of goods and the setting up of communication channels. “At that time, guidelines for employees were being set in Skladon and our logistics processes were being replicated. At the end of 2016, we subsequently transferred the logistics of the remaining 4,000 shipments from the Kickstarter campaign to Skladon and submitted a request for the logistics preparation of our e-shop sequel.”

At Skinners, they stopped taking care of the logistics staff. “We only kept one employee who communicated with the warehouse. The time of setting up processes with a start-up

company began, but everything took place in synergy. For example, we were creating assembly or packaging procedures for the management of Skladon which forwarded them to its employees in the warehouse. The basic precondition for success was Skladon's effort to adapt to our wishes and requirements as much as possible." This approach ultimately led to more efficient logistics, reduced errors and saved the client's time. "An illustrative example is the situation from the old warehouse when we received an at the time above-standard order from the Middle East with 10,000 pieces. We weren't used to that volume, Skladon wasn't capacitively adapted. Even so, the result was quick and successful," recalls Michaela.

Michaela Matějková, COO Skinners

„By logistics outsourcing we gained time to expand our core team, especially into business and marketing. Instead of logistics, I can focus more on production. We also gained more room for further development of our product.”

Together to the distribution center

"At the moment, I must say that the service provided meets our expectations," says Michaela about the cooperation. At the end of April 2019, Skladon was completely relocated to a modern distribution center in Mošnov, which currently has an area of 10,000 sq m. "Another key milestone was when Skladon came up with its warehouse system with the possibility of controlled storage after 2 years of cooperation." The handling of each piece of SKU is therefore controlled by the system, movement in the warehouse is optimized based on algorithmic data. "At the same time, we have access to a client application in which we see a complete overview of our logistics," says Michaela. "I'm happy with how we grew up together! What's more, we expect further growth of Skladon, which will enable it to provide its clients with even better price conditions for transport."

We also asked Simona Malanová, Process Manager at Skinners, for the evaluation. "I see the greatest added value in the MySkladon application in accurate information about our stocks and details of individual orders. The quality of our cooperation has recently been marked by a significant growth of Skladon, but in the end everything settled down. The operation has been given even greater order, but recently we have been adapting more and more often to the processes in Skladon. On one hand, this leads to less openness to our requirements "for the captured" process, but the profits are speed, systematicity and reliability," she describes. We also asked about the experience with the origin and correction of our mistakes. "If an

error occurs, then measures are taken the next day against its recurrence. However, we have not registered any problems for the last year, we are satisfied at the moment.”

We currently send 10,000+ pairs of sockshoes a month from the warehouse to both Skinners B2B partners and end customers from the e-shop. “Since January 2020, we have not recorded the error rate of order picking; due to the low percentage, we perceive the records as time-inefficient. We are set up the way that if a significant error occurs, we communicate the situation directly with our Key Account Manager,” adds Simona.

“By outsourcing logistics, we have gained time to expand our core team, especially in sales and marketing. Instead of logistics, I can focus more on production. We also gained more space for further development of our product,” says Michaela. “At the company, we are glad that Skladon maintained an individual approach to us. If a problem arises, they try to solve it as effectively as possible. They are not hiding for anything, which is a lot of added value for me. It can be seen that they really have their client in the first place. Due to the increase in quality and professionalism, we are glad that Skladon is our partner.”

Our next steps

“Currently, Skladon and us are dealing with the distribution of skinners from our latest Kickstarter campaign, in which we offered a new Skinners 2.0 collection. The goal of the campaign was to raise \$ 40,000, which we did in the first 6 hours. In the 45 days of the campaign, we finally raised over \$ 1,000,000. A secondary goal of the campaign was and is to expand into other markets, it will be important to manage specific import conditions to new countries.”

Best practices

“When switching to a fulfillment specialist, I recommend a test run. The client will thus find out whether the logistics outsourcing solution is suitable and effective for them, and the necessary operational and IT processes will be set on a sample of products. Only at the moment when this solution is tested, I recommend a complete transition. Otherwise, errors arise that are unnecessary. As the service is to some extent dependent on the human factor, I recommend recording the errors and gradually prioritizing their elimination. It is also important to find out how replaceable or substitutable a person is in a lower position in the structure. The work of these employees greatly influences the overall experience with the service,” concludes Michaela.

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Compare the costs of your own logistics with the possibility of outsourcing

Having problems with logistics or looking for a solution to make it more efficient? Download our **e-book** at www.skladonebooks.com, which will guide you "How to calculate logistics costs correctly".

To compare your own logistics costs with outsourcing, you can use the **logistics calculator** on our website which can be found on the [Pricing](#) subpage.

Contact information can be found at www.skladon.cz/en/contacts.

