

Heart & Soul Studio Festive fulfilment and beyond

Aga Szyszka, Logistics Lead, Heart & Soul Studio



Bringing a touch of magic to your celebrations!

Heart & Soul Studio is an innovative specialist in bespoke retail and catering Christmas crackers, games, tableware & gifting; creating stunning, luxury crackers for independents, hotels, restaurants and designers.

Their premium crackers can be customised using sustainable materials with beautiful rich prints, and personalised to provide that special and memorable finishing touch to any festive table.

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With over 40 years in the industry, Heart & Soul Studio, still known as Celebration crackers, has continually innovated; launching exciting new ranges whilst expanding into new markets.

Today they are recognised as one of the UK's finest producers of sustainable crackers and celebration products.



Navigating logistics challenges in festive fulfilment

When faced with logistics challenges due to the impact of COVID-19 and problems with a 3rd party warehouse supplier, Heart & Soul Studio looked for a more efficient and comprehensive approach to solve its B2B and B2C fulfilment requirements.

Aga Szyszka, Logistics Lead, reflected on some of the challenges previously faced, *"We had issues with our previous partner including delayed deliveries, incorrect order picking, and little or no visibility of quantities and what SKU's were picked."*

She continued, *"For us, the run up to the festive season is very busy and it didn't always go smoothly, as there was no efficient stock system or record keeping. Unfortunately, our previous supplier did not understand the complexities of our product, which is really quite unique. Crackers can vary and when picking from either trays or cartons, there was a lot of confusion."*

Previous Fulfilment Challenges



Delayed Deliveries



Incorrect Order Picking



Lack of Visibility into Inventory



Misunderstanding of Product Complexity



Confusion During Picking Process



No Efficient Stock System



A trusted partner who understands seasonal requirements

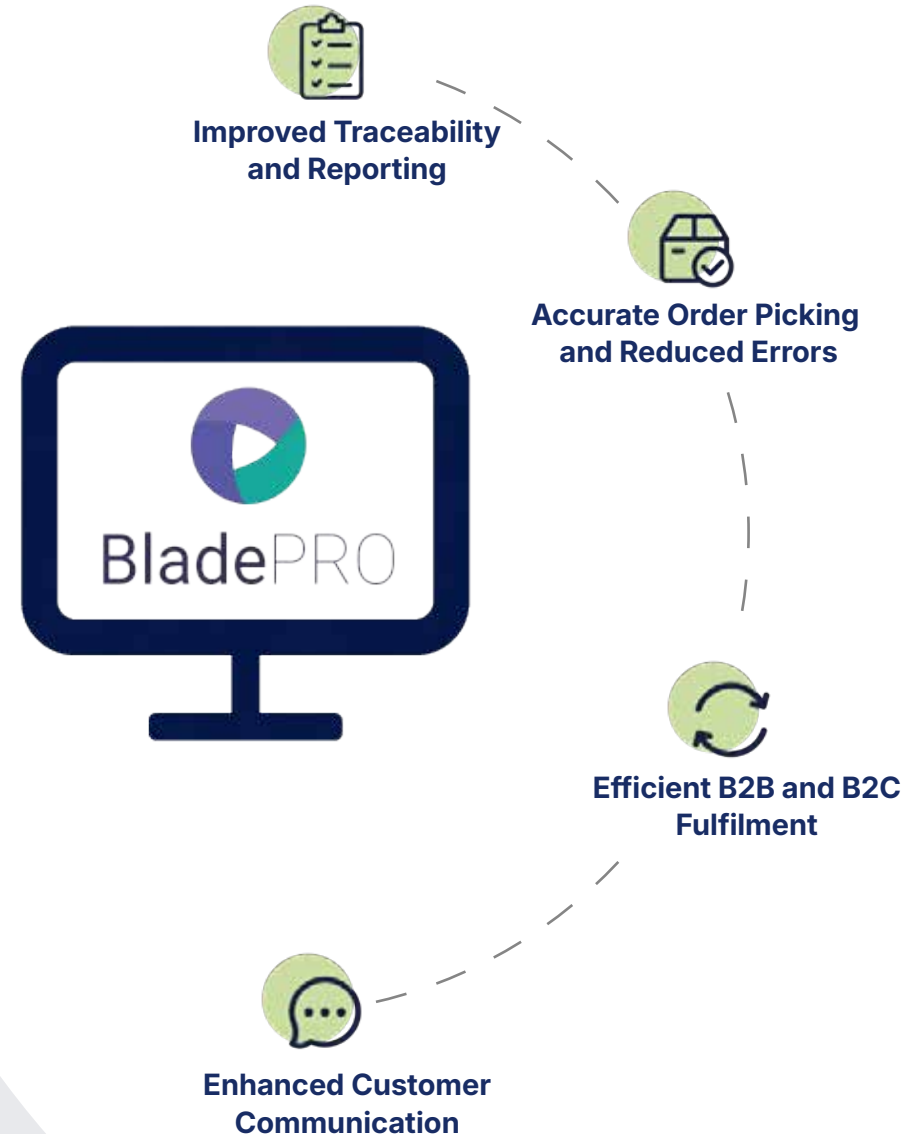
When looking to move and improve their fulfilment services, Heart & Soul Studio turned to I-Fulfilment. *"We wanted to find a partner we could trust with our products, and we needed the experience of full B2B and B2C fulfilment, rather than just pick and pack. We looked at who could not only address our seasonal challenges, but also who had robust processes and technology in place."*

Leveraging I-Fulfilment's BladePRO technology provided structure and traceability. This comprehensive eCommerce WMS platform overcame the previous lack of tracking and reporting capabilities.

Aga commented, *"With I-Fulfilment and BladePRO we have traceability, improved ordering, and better communication with customers. The whole process is easier, and we have fewer complaints about delivery times, which is crucial for a seasonal business."*

She continued, *"Although there is still a manual element which we are working on improving, significant progress has been made with checking stock and order accuracy, and our fulfilment now runs much more smoothly."*

The impact of BladePRO WMS platform



Improved customer service resulting in happy clients

I-Fulfilment's end-to-end services and the adoption of BladePRO has resulted in enhanced customer service, fewer complaints and damages, and substantial improvements noted by the Heart & Soul Studio sales team.

With a dedicated Account Manager on hand, quicker response times and streamlined communication have benefitted the business.

Aga commented, *"Having a dedicated Account Manager has been instrumental. In our fast-paced, seasonal business, any delay has consequences – we have to meet our December deadlines! We must be careful to ensure the pallets are wrapped correctly – if it's not done properly, it can write off the stock."*

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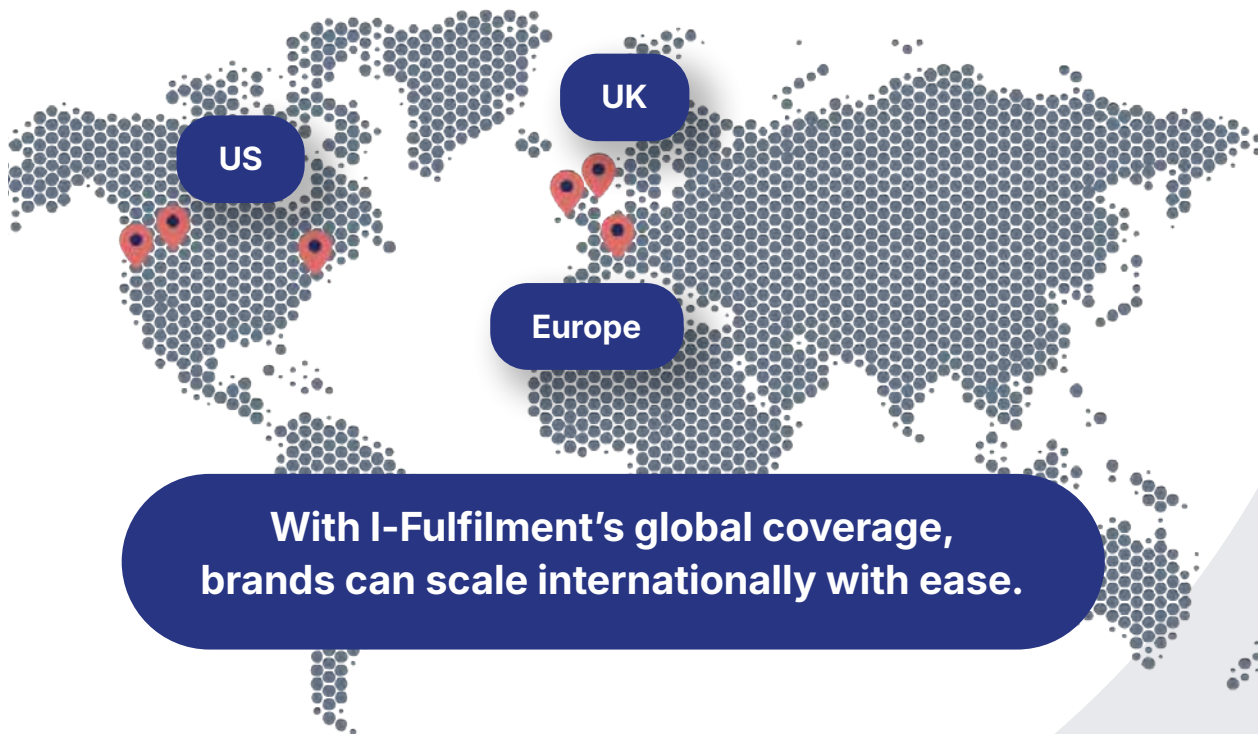
**Logistics Lead, Heart & Soul Studio
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Beyond the UK – navigating success in new regions

With such a successful growth story in the UK, Heart & Soul Studio is currently exploring expansion opportunities and collaborations with distributors in other countries.

When planning growth into new markets Aga is optimistic, *“We are in early discussions about expanding into the US and other regions. I-Fulfilment has facilities in the US and Europe and experience in eCommerce in these areas. We see them as a strategic partner for growth and a valuable asset for our future plans.”*



Key achievements with I-Fulfilment



Improved Fulfilment Efficiency



UK Market Expansion



Enhanced Customer Communication

Working in partnership towards a shared goal

Matt Davies, Head of Client Success at I-Fulfilment, is excited to be working with this luxury brand, *"We are delighted to be working with a hyper-seasonal client."*

"The requirement of their industry means that we have had to adjust our operating procedures to ensure we are meeting their customers' demands; a challenge that in 2023 we met and will continue to fine-tune in 2024."

He continued, *"We have learnt so much about this industry and by embracing a collaborative and cross-functional working relationship we stand in good stead to deliver Heart & Soul Studio's 2024 goals, and we support the exploration of future expansion opportunities, territorially and technologically".*

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The future of festivities for Heart & Soul Studio

While acknowledging a few operational challenges that need addressing, Heart & Soul Studio is positive about the future. With a robust sales team, a line of innovative new products that will extend the sales cycle beyond the festive season, and potential expansion into new markets, the collaboration with I-Fulfilment is viewed as a cornerstone for sustained growth.

Aga is excited for the future, *“So far this year and beyond looks promising. With a great team committed to shared goals, we envision continued success as we refine our processes and venture into new opportunities.”*



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To find out more about I-Fulfilment visit:

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