

# Padel Corner: Serving Up Success with I-Fulfilment

Toby Bawden - Director of Padel Corner



Padel Corner is a retailer of equipment in the UK for padel, a rapidly growing sport, best described as a cross between tennis and squash. Set up to service the UK market, Padel Corner provides equipment for both B2B and B2C markets – whether it's a racket purchased online for a first-time player, or a large padel club that needs to stock its retail shop.

Not only is Padel Corner a one-stop-shop for all padel equipment – rackets, balls, shoes, clothing, grips etc, they also provide support for events through coaches and players.

With increasing enthusiasm and take up of padel, and with courts expected to double next year, Padel Corner is leading the way in this booming sport.

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*I've been super impressed with I-Fulfilment - it's taken a lot of pressure off us. We want to grow rapidly, and it's nice to know we can expand with IF. Every time we have thrown a problem their way, it's been dealt with well.”*



**Toby Bawden**  
Director of Padel Corner

## Fulfilment Challenges for Padel Corner

Faced with growing orders and unsustainable fulfilment practices, founder Toby Bawden outlines the challenges faced, *"Initially we were fulfilling orders ourselves from our home, then we moved to a lock up which was very rudimental. Some friends in the industry then became our first stage 3PL. However, due to number of SKUs and products, it wasn't sustainable, and we were outgrowing their capability."*

Padel Corner needed a reliable and scalable fulfilment solution to keep up with demand and to maintain their high standards of customer service.

Following a recommendation, Bawden visited I-Fulfilment and was immediately impressed: *"Having researched the market, I then worked with a business mentor who recommended I-Fulfilment. So, I visited the facility and met Troy and was blown away by the whole set up."*

### Previous Fulfilment Challenges



**Inefficient Home-Based Fulfilment Process**



**Limited Capacity at Lock-Up Storage Facility**



**Outgrown and Overwhelmed 3PL Provider**



## Embracing New Technology

Bawden admitted that transitioning to I-Fulfilment's Blade WMS system required a period of adjustment, as previously tracking was not co-ordinated and they were not using barcodes.

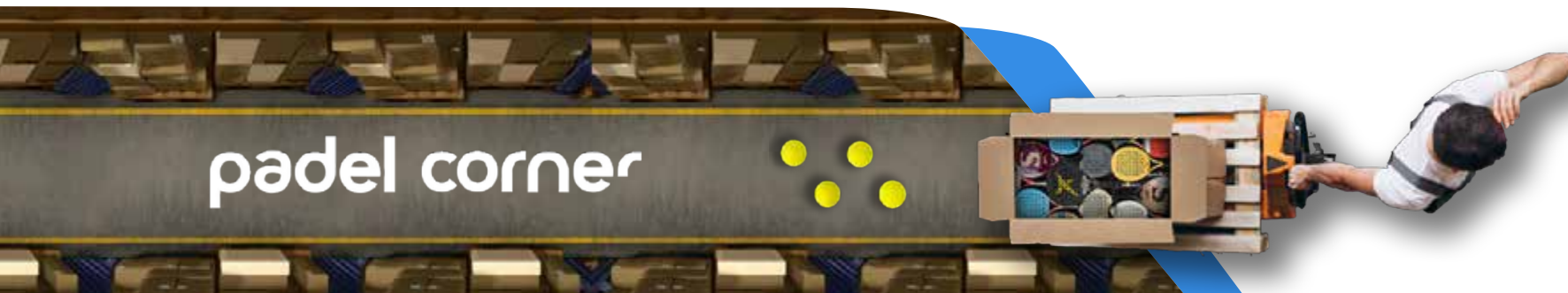
*"Moving onto the Blade WMS system took a bit of time as everything has to be perfect, or you get errors. Those headaches of implementing everything correctly were worth it as the fulfilment process is now without issues, so the benefits far outweigh the structured process we had to go through."*

Bawden recalls, *"I have learnt interesting lessons and if there is human error, it tends to be on our side – such as the time we had a panicked call as we accidentally entered in that 18 x 40ft containers were arriving as Goods-in instead of 18 x small boxes!"*

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***"It's amazing - with the integration of Blade into our online Shopify store, we now get visibility of orders and stock with continual updates, it's seamless. It's now simple to know where we are at with the business. It's a great system and it works really well."***

**Toby Bawden**  
Director of Padel Corner



## The Results Speak for Themselves:

Bawden reflects on the partnership with I-Fulfilment and the significant benefits it has delivered for Padel Corner:

**Improved Efficiency and Accuracy:** *“On the whole now it’s fail-safe – whereas before it was human-dependent.”*

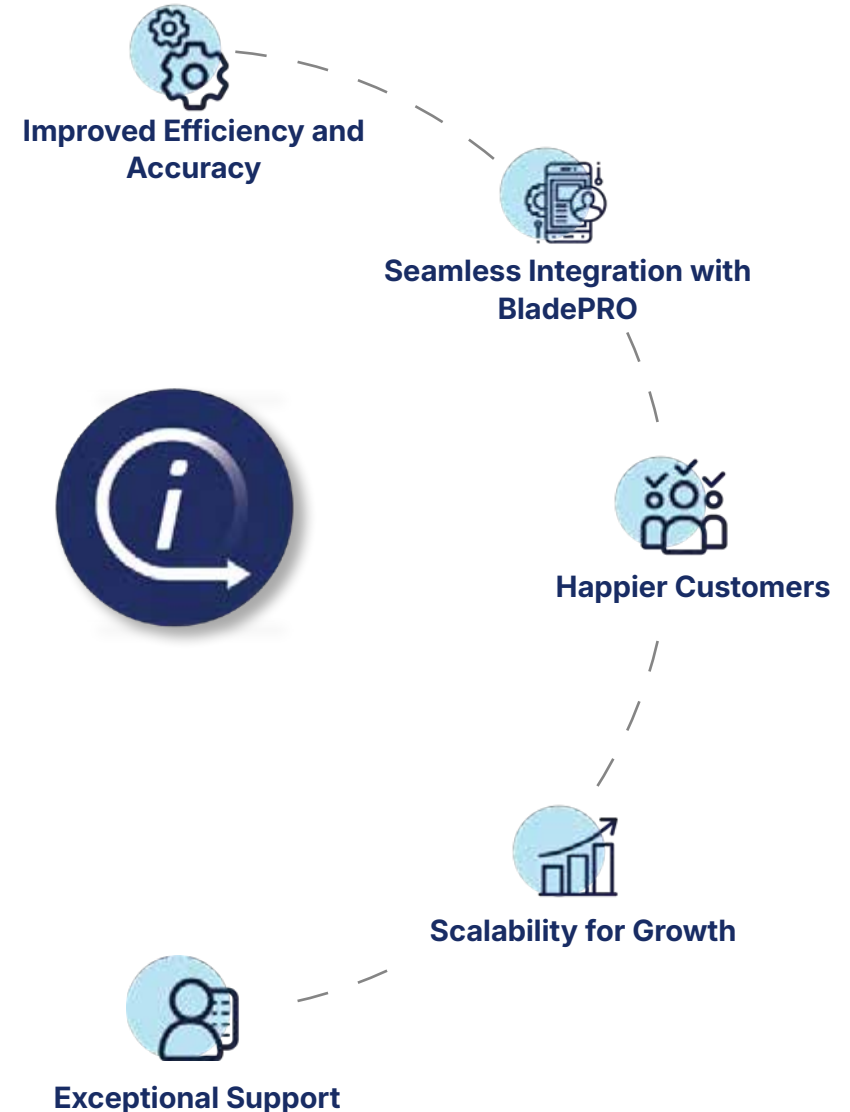
**Seamless Integration with BladePRO:** *“It’s amazing - with the integration of Blade into our online Shopify store, we now get visibility of orders and stock with continual updates, it’s seamless. It’s now simple to know where we are at with the business. It’s a great system and it works really well.”*

**Happier Customers:** *“On the B2B retail side we have some demanding customers who want their orders asap, and the reason we are so successful is because of how quickly we can get these orders out – it is phenomenal to be honest.”*

**Scalability for Growth:** *“It’s nice to know we can expand with I-Fulfilment. During Peak, Black Friday, Christmas and early Spring we see a definite uplift, with players and clubs wanting to upgrade their equipment. We are not worried about our fulfilment and pick, pack and despatch – at I-Fulfilment it’s always been handled really well, even during busier times.”*

**Exceptional Support:** *“Support is really good... every time we send an email, and anytime we ask anything – Boom – it’s responded to right away.”*

## The impact of I-Fulfilment



## Looking Ahead, the Future for Padel Corner

Right now, Padel Corner has seen their biggest month in orders due to growth of the sport. Through hard work and building relationships with better suppliers, they have strengthened their offering and support to their online customers and B2B retailers. With ambitious targets in a competitive market, and booming interest in the sport, Padel Corner is well-positioned to capitalise on the continued expansion of the padel market.

Bawden concludes, *"In all honesty, I've been super impressed with I-Fulfilment - it's taken a lot of pressure off us. We want to grow rapidly, and it's nice to know we can expand with IF. Every time we have thrown a problem their way, it's been dealt with well - I can't speak highly enough about them."*

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To find out more about I-Fulfilment visit:

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