

Relish's journey to global dementia support

Kyle Hunt, Supply Chain Manager, Relish



Creating joyful products to enrich lives Where every moment counts...

Relish is a company dedicated to creating and selling dementia products focused on joy, wellbeing, and independence.

With a range that includes sensory toys, activity packs, puzzles, and games to encourage play, understanding and connection; Relish is now also extending their portfolio into electronics, with digital clocks to help with routines, and radios to embrace the power of music.



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Supply Chain Manager, Relish
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Facing challenges during festive fulfilment

When faced with logistics challenges with a previous warehouse provider, Relish looked for a more efficient solution to its international 3PL fulfilment requirements.

Kyle Hunt, Supply Chain Manager, reflected on some of the issues that prompted a rethink, *"We are a global business selling through our own website, Amazon and into retailers. Our previous supplier struggled around service levels and with our mix of business of both B2B and B2C orders; they simply couldn't cope with the volumes, particularly in the run-up to Christmas which is a busy time for us."*

"Lack of clear communication was a problem when we were trying to resolve the issues. In particular, fulfilment in the US was a struggle for them, and this quickly became the weak link in our supply chain."

Relish fulfilment challenges



Service Level Inconsistencies



Difficulty Managing Mixed Orders



High Volume During Peak Seasons



Poor Communication



Geographical Fulfilment Issues



Making the switch at a crucial moment

Impressed by their global presence and commitment to excellence, Relish made the strategic decision to switch to I-Fulfilment.

"We approached I-Fulfilment and liked what we saw. The fact that they had a global presence with sites in the UK, US and Europe was a game-changer for us," continued Kyle.

"The Sales Team was incredibly supportive, guiding us through the transition process and addressing any concerns we had. Having had a tour of the UK facility to meet the team, we were impressed by the robust processes in place and the overall operational efficiency."

The transition was seamless, with Relish onboarded and operational in the US by October, just in time for their busiest quarter.

Kyle commented on the progress made, *"I-Fulfilment proved to be invaluable over Christmas. All orders were despatched on time, and communication was excellent,"* He added. *"The speed of packing was particularly impressive, with IF rapidly turning around large volumes."*



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Expanding internationally with ease

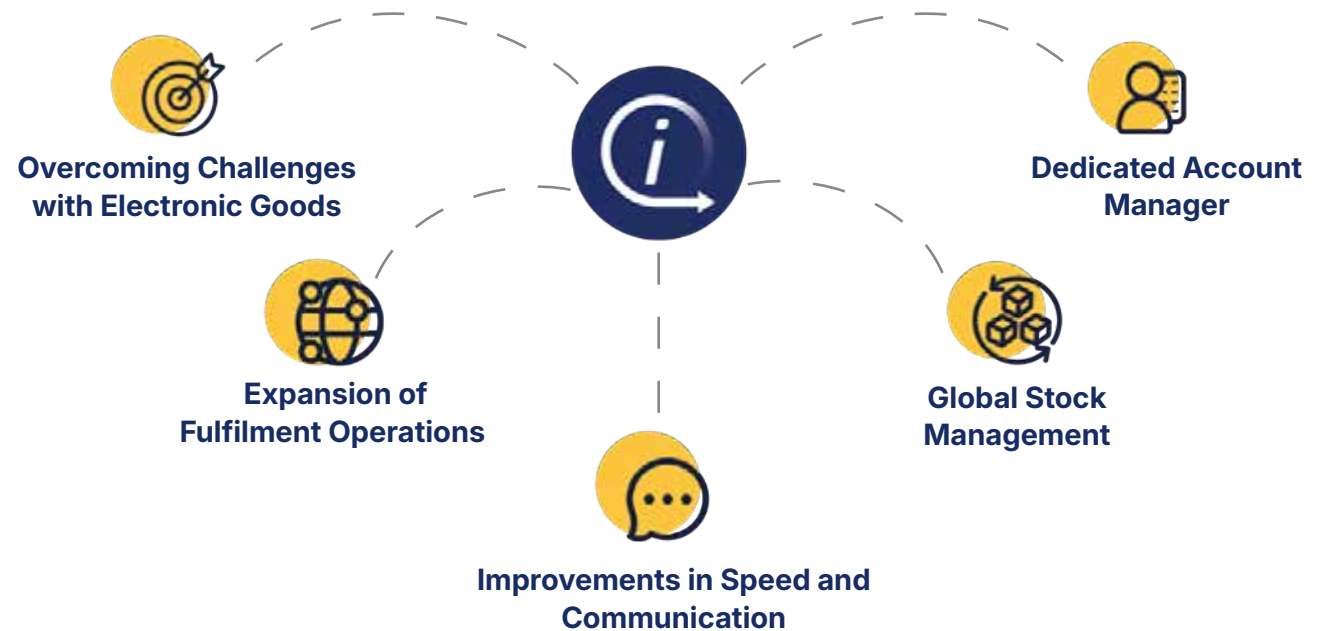
With IF's support, Relish expanded their fulfilment operations in the US, from the Virginia site into Las Vegas, and into Europe and the UK.

"IF will manage all our global stock. We are fully embedded and have already seen remarkable improvements in speed and communication," Kyle explains.

Despite initial challenges for Relish with electronic goods, such as clocks classified as dangerous goods, which added an extra layer of process, IF provided essential support and guidance.

"Our dedicated account manager was instrumental in overcoming these obstacles for us. Moving forwards, we're also now exploring ways to enhance and rework our electronic products to reduce waste, particularly for our Amazon business," Kyle says.

How I-Fulfilment supported Relish



The future looks bright

Looking ahead, Relish plans to increase their range and further leverage IF's expertise to expand further into markets like Australia and Canada while reducing reliance on their Amazon fulfilment. Kyle concludes, *"Our partnership with IF is crucial to our growth strategy, as we aim to become the largest dementia brand globally."*

Through their collaboration with I-Fulfilment, Relish is not only enhancing their fulfilment capabilities but also strengthening their brand identity and market presence; as they help bring joy to those with dementia, including their families and support networks, all over the world.



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To find out more about I-Fulfilment visit:

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