

Dude Products

Helping Dude Products Scale Via Echo Global Logistics' Managed Transportation Solution

Shark Tank Brand Grows 500x during 10-year Partnership with Echo

Challenge	Solution	Result
Develop a scalable transportation operation to match Dude Products' rapid growth	Eliminate time-consuming manual data entry by integrating via API and by using Echo's proprietary technology Provide ongoing reporting and analysis to develop continuous process improvements	A sustainable shipping strategy that met Dude Products' customer demand nationwide Greater transparency into the shipping inputs affecting Dude Products' profitability

It all began in 2011 with four friends gathered in their apartment looking to solve a specific challenge: how to move four pallets of the company's signature Dude Wipes. Today, the company is shipping over 10,000 pallets a month to serve customers across the country via retailers including Target, Walgreens, and Home Depot. Echo's solutions-based partnership gave Dude Products the technology needed to accelerate order processing and delivery while freeing up the operations team to focus on strategic planning for the future.

Streamlining Operations with a Scalable Shipping Solution

As Dude Products' growth accelerated, manual intervention in shipping operations was no longer effective. Echo supported the company from the start through biweekly continuous improvement calls. Echo leveraged its proprietary technology to offer a superior, automated shipping solution that could support Dude Products' robust growth. Partnering with Echo enabled Dude Products to:

- Automate data initiation and transfers through an enterprise-level integration with Dude Products' ERP
- Increase visibility to fully understand logistics costs and strategically plan for future growth
- Provide superior customer service through seamless order execution and real-time order tracking
- Quickly react to new orders and pivot when needed

The success of the integration is largely attributed to the trust and clear and honest communication that Echo and Dude Products developed over the decade-long partnership. Since Dude Products shipped its first pallet, Echo functioned as an extension of the company's transportation department, enabling Dude Products to keep its team lean and productive.

“When you're scaling a company, it takes a village. It takes a team. Echo has been such an amazing team to grow and scale with us.”

— Sean Riley, Chief Executive “Dude,” Dude Products

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Supporting Growth through Technology

Echo's enterprise integration provided Dude Products with complete visibility into the shipment lifecycle through the automatic transmission of logistical costs and data into the team's ERP. This transparency enabled Dude Products' operations staff to unlock meaningful supply chain data, providing them with actionable information to mitigate risk and reduce transportation costs. Echo built out a customizable month-to-month view of shipping metrics to monitor customers' shipping and changes in major retailers – providing a real-time view into client satisfaction and habits.

In addition to directly integrating with Dude Products' ERP, Echo performed a Center of Gravity Study and built out a custom Tableau view to provide it with optimal warehouse locations based on its historical shipping data. By optimizing Dude Products' shipment routing and by providing access to valuable data, Echo's technology and industry knowledge not only streamlined Dude Products' shipping operations, but also supported its ability to rapidly scale to meet increasing customer demand.

“Echo helped us move that very first pallet and today, they're moving 10,000 pallets a month. It's a beautiful growth story. We couldn't have asked for a better partner.”

– Sean Riley, Chief Executive “Dude,” Dude Products

To learn how we can do the same for your business, contact Echo today at 800.354.7993 or info@echo.com.