Caraway Home

Caraway Home Feeds Modern Demand While Cutting Parcel Costs

A fast-growing home goods brand partners with Echo to manage omnichannel fulfillment and reduce parcel costs with a single, integrated supply chain solution.

Challenge

Caraway Home needed a supply chain that could support fast growth across DTC and wholesale channels, while unlocking efficiencies and delivering modern consumer experiences.

Solution

Echo built Caraway a scalable omnichannel fulfillment solution, complete with advanced inventory management, product launch playbook, custom reverse logistics, and integrated parcel.

Result

Caraway has cut parcel costs by 20% while expanding to more than 800 SKUs and new product lines.

Caraway Home launched in 2019 with a deceptively simple idea: beautifully designed, nontoxic cookware sold direct to the consumer. By 2025, it had evolved into a full home goods brand, reaching customers through an online storefront, Amazon, and a retail network spanning major names like Target, Walmart, Crate & Barrel, Costco, Macy's, and Dillard's.

As Caraway's catalog and retail partnerships grow, so does the complexity of their distribution network. Each channel has unique vendor-compliance requirements, case-pack specifications, and inventory-routing logic, and every product launch requires extensive planning and collaboration. While it can be challenging, leveraging their supply chain to create elevated brand experiences enables Caraway to build deeper relationships with both retail partners and customers.

> "The exclusive colors we have at Crate & Barrel speak to their customers so well and create something very specific to that retailer. We have a similar partnership with Costco – they wanted to build a bundle of particular products and colorways exclusively for their customers. We really listen to what each retailer wants and needs."
>
> – Rob Snowden, Senior Director of Supply Chain, Caraway Home

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Case Study: Caraway Home

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What Caraway Home Has Achieved with Echo

- Custom inventory management workflows built and maintained in a tier-1 WMS, so wholesale and DTC inventory can be strategically shared while channel-specific SKUs are protected
- Integrated parcel solutions with a live rate-shopping tool that evaluates regional and national carrier options, reducing parcel costs by 20% with no impact on transit time
- Real-time inventory and shipment visibility through a self-service portal
- Collaborative product launch playbook that unlocks more efficient supply chain planning and better experiences for end customers
- Custom reverse logistics workflows that route functional goods to resale channels instead of landfills, ensuring Caraway's brand values are aligned with every step of their supply chain

"We continue to grow with Echo because they've been a strong partner and a great collaborator."

– Mark Riskowitz, Senior Vice President of Operations, Caraway Home

To learn how we can optimize your business, contact Echo today.

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