Caraway Sees 280% Order Volume Increase with Omnichannel Fulfillment

A fast-growing kitchenware brand partners with Echo to turn a direct-to-consumer operation into a retail-ready omnichannel supply chain.

Caraway

Challenge	Solution	Result
A DTC-native cookware brand saw an opportunity to scale into new channels, but lacked the infrastructure, technology, and systems to support it on their own.	Echo stood up a complete omnichannel distribution and fulfillment operation, with D2C, retail distribution, and digital marketplaces managed by one partner.	Caraway seamlessly scaled into new channels and successfully absorbed a 280% increase in order volume in the first year of the partnership.

Caraway, a popular brand of non-toxic kitchenware, got its start in 2019 with a heavy focus on direct-to-consumer ecommerce. The brand found its audience quickly, and as it evaluated its continued growth, saw an opportunity to reach more customers by adopting an omnichannel distribution strategy.

Omnichannel strategy presents a huge opportunity for ecommerce brands, but without the right infrastructure in place to support growth, scaling operations can be challenging and costly. Caraway needed a partner with the expertise, infrastructure, and technology to support its goals.

> "When launching Caraway, our goal was widespread availability across diverse sales and distribution channels. Finding the infrastructure – from a physical sense, the supply chain partnership aspect, and of course, the technology angle as well – was crucial to paving the way to achieve that. Working with Echo was a true catalyst to getting to the next stage and expanding to different channels, which is still happening as we speak in 2024."
>
> – Mark Riskowitz, Vice President of Operations, Caraway

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Case Study: Caraway

Caraway

Echo's experience in retail distribution, direct-to-consumer fulfillment, and marketplaces like Amazon and Shopify meant Caraway could manage an entire omnichannel distribution operation with one provider.

> "Everybody has a warehouse, but this intimate connection into understanding what Caraway wants to do for our customers – that's the key. A real partnership is where the magic happens."
>
> – Mark Riskowitz, Vice President of Operations, Caraway

With Echo, Caraway Has Access to

- A complete omnichannel distribution and fulfillment operation, powered by a tier-1 warehouse management system and managed by an expert team
- Two-day reach to 96% of the U.S. from Echo's strategically located distribution and fulfillment network
- An integrated supply chain strategy that utilizes Echo as a single source for both fulfillment and drayage operations, driving significant cost savings and streamlining operations
- A partnership model built for what comes next – new retailers, new products, and channels that don't exist yet

> "This is the part that people always get confused with: supply chain, customer experience, all of it is about people. It's about partnerships. If you take care of each other and you work towards a common goal, you can check that box and approach it from a mindset of, 'hey, we're both successful. Let's both win.' There's no reason why that can't be the case."
>
> – Mark Riskowitz, Vice President of Operations, Caraway

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

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