

# LUNA DAILY: CASE STUDY

Luna Daily is a British body care brand serving both DTC and B2B markets across the UK and worldwide.

[www.prologfulfilment.com](http://www.prologfulfilment.com)

## OBJECTIVES

Serving both DTC and B2B markets Luna Daily were looking for a fulfilment partner that could streamline their supply chain operations, while maintaining high levels of customer satisfaction. They needed a solution that could balance both fluctuating DTC demand and the often-complex compliance requirements dictated by retailers, ensuring timely and accurate delivery across multiple sales channels.

## SOLUTION

Prolog Fulfilment provided Luna Daily with a scalable omnichannel fulfilment solution, managing their end-to-end stock and delivery requirements, including kitting and returns processing.

They implemented a sophisticated inventory management system that tracked stock levels in real-time, ensuring accurate fulfilment of individual B2C orders and large B2B orders, providing flexible warehousing solutions that could scale up or down according to demand.

Prolog also facilitated Luna Daily's entry into the US market by coordinating international stock transfers.

## RESULTS

By optimising logistics processes, Prolog Fulfilment significantly reduced Luna Daily's order processing time and extended order cut off times by 4 hours, leading to faster delivery times and increased customer satisfaction.



## AT A GLANCE

### CHALLENGES

- Scalable solution
- Multiple sales channels
- US expansion

### BENEFITS

- Reduced order processing time
- Extended order cut off times

**Luna**  
DAILY

## KATY COTTAM

Founder & CEO of Luna Daily

"Prolog Fulfilment has been an invaluable partner in our journey, demonstrating an unwavering commitment to understanding our brand and our mission. Their exceptional service and expertise have been instrumental in our growth, helping us achieve triple-digit expansion. With Prolog's scalable solutions and industry expertise, we are confident in their ability to support our ambitious growth plans for 2025 and beyond."