PROLOG FULFILMENT GLOBAL

DENZEL'S: CASE STUDY

Denzel's is a dog treat brand run by a group of obsessive dog lovers. They make all-natural treats in the UK & Ireland in small batches, in plastic-free packaging.

www.prologfulfilment.com

OBJECTIVES

With the UK dog treat market estimated to be worth £816 million by 2027, Denzel's were looking for a flexible and scalable solution that would support their rapid growth, and align with their commitment to sustainability.

They needed a delivery partner who could balance both fluctuating customer demand caused by viral trends, seasonality and new product ranges, and also deliver bulk orders to retailers across the UK.

SOLUTION

Prolog's comprehensive fulfilment solution, manages the distribution of Denzel's fast-growing product portfolio to both consumers and large retailers, ensuring timely and accurate delivery across multiple sales channels. The fully scalable service accommodates spikes in product sales, and also includes a fully managed returns process.

Prolog's specialist packaging service caters for the stringent compliance requirements dictated by retailers, and their carbon neutral company status aligns with Denzel's sustainability goals.

A sophisticated inventory management system tracks stock levels in real-time, providing Denzels with complete transparency to enable accurate forecasting.

RESULTS

Prolog despatched over 57,000 Denzel's orders in 2024, and nearly 4,000 B2B orders, with 100% stock accuracy and 99.9% pick accuracy - exceeding all customer targets!

AT A GLANCE

CHALLENGES

- Fluctuating customer demand
- Multiple sales channels
- Stringent retail packaging requirements

BENEFITS

- Faster delivery times
- Stock & order transparency
- Scalability to support future growth

DENZEL'S™

NATHAN PERRY

Co-Founder at Denzel's

"Every retailer that we work with has different packaging and delivery requirements. Prolog has taken the time to understand our business, and since the contract mobilisation their expertise has been invaluable, helping us to navigate the complexities of fulfilling orders across multiple sales channels.

As a small business it's not always easy to predict the success of a new product and at Christmas we underestimated the length of time it would take to pack our advent calendars. Prolog went above and beyond to support the launch, and made sure all of our deliveries arrived in time for the festive period."