

LSA INTERNATIONAL: CASE STUDY

LSA International is a London based design studio specialising in contemporary handmade glass and tableware.

www.prologfulfilment.com

OBJECTIVES

LSA's products are available through their own website and sold through many of the UK's retailers and online platforms. They are also distributed into the hospitality sector and used by prestigious hotels, bars and restaurants. Moving forward they were looking for a fulfilment partner to support their retail presence whilst accommodating its growing direct to consumer sales (DTC) both through its own site, social media platforms and marketplaces.

SOLUTION

Prolog Fulfilment provided LSA International with a flexible omnichannel fulfilment solution, streamlining their operations with fully managed end-to-end stock and delivery requirements.

Prolog's flexible and scalable service meant they could accommodate seasonal spikes in product demand and bi-annual product launches; and its bespoke specialist packaging service ensured added protection for LSA's fragile products while conforming to stringent retailer requirements, as well as DTC sales and Amazon fulfilment.

RESULTS

Prolog is responsible for the distribution and management of all LSA International's products in the UK including DTC and B2B orders. The partnership has delivered both operational and sustainability efficiencies.



AT A GLANCE

CHALLENGES

- Growing DTC & Retail sales
- Specialist packaging for fragile products

BENEFITS

- Flexible and scalable solution
- Integrated warehousing and distribution
- Full inventory management
- Returns processing

LSA

JAN JONAS

Business Operations Manager at LSA International

"In today's challenging market it's crucial for us to work with a dynamic and reliable fulfilment partner to meet the evolving demands of our customers. Prolog's wide range of delivery services will strengthen our presence in the UK market and enhance the experience we provide to our customers."