

CB FASHION MEETS CLIENTS' DEMANDS FOR EXCELLENCE WITH METAPACK'S SOLUTIONS

Serving a fast-paced customer base, CB Fashion turned to MetaPack to help streamline operations and expand their product offering



FASHION

“ I think that serving the B2C customer with a dynamic delivery option is what the market and the customer demands, and MetaPack can fulfil this need. ”

Jan van Vlokhoven, Director Business Development, CB Fashion

Garments around the globe

Based in the Netherlands, CB Fashion is a logistics service provider for a wide range of fashion brands. Operating over 80,000 square metres of warehouse space and fully equipped for hanging garments and flat pack, the company is engaged in daily distribution and transport throughout Benelux, Europe and abroad.

To alleviate the burden on the IT team, CB Fashion wanted to outsource services that could be accomplished by a specialist firm. “For my ecommerce strategy, I wanted to have more flexibility in setting up new carriers and new carrier delivery options, because my customers are very demanding,” explains Jan van Vlokhoven, Director Business Development. “That’s the reason we started looking at multicarrier plug-in tools. Why would we want to develop all this ourselves, when companies like MetaPack are specialised in that?”



Over **80,000 sqm** of warehouse space



1,000 employees across four locations



Distributing to the **Netherlands, Europe** and abroad

Flexibility on an international scale

Making the switch to MetaPack was relatively straightforward. “MetaPack is internationally available, the worldwide market leader and very fashion oriented,” Jan explains. “I have 24/7 support, and that’s important.” The CB Fashion team felt MetaPack had plenty of implementation capacity, an important selection criterion. “And another advantage was that MetaPack was already connected to our management system, so that made the implementation a lot easier.”

Today, being able to quickly integrate new carriers enables CB Fashion to respond immediately to the needs of its clientele. “MetaPack gives me the capacity to quickly implement a new carrier or a delivery option, which gives me flexibility in serving my customer,” Jan explains. “I not only give them a better back office warehouse management system, but also more flexibility in the delivery park – for me that is very important.”

For the love of labels

While traditionally labels have been generated by the CB Fashion warehouse management system or transport management system, the new integration means labels can be generated directly from MetaPack Manager. “We decided, during implementation, that we will never print a label from our system but we’ll always use MetaPack labels,” Jan says. “By the end of this year all of our customers, old and new, will be in the new system.” The company estimates that approximately 1 million labels will be produced in this way.

When it comes to traceability of deliveries, MetaPack Track and Trace enables CB Fashion to go above and beyond customer expectations. “MetaPack is internationally available and can give me the right customer support to help me with my track and trace,” Jan says. “For all the parcel carriers, the delivery statuses are integrated into a track and trace website – I can give a log in to my customer so he can see the status of the delivery for their consumers.”

● ABOUT CB FASHION

- Logistics service provider for fashion brands
- www.cb-fashion.nl

● CHALLENGES

- Alleviate burdens on IT team
- Meet and exceed customers’ demands

● RESULTS

- Ability to print one million labels annually
- Easy integration with new carriers
- Ability to offer new services to customers

● PRODUCT AND SERVICES

- MetaPack Manager
- Track and Trace



Looking forward: adding value the easy way

By using MetaPack, CB Fashion has gained further ways to broaden its offering. For example, MetaPack Options is a website plug-in that can be used to enhance the customer's own online store or checkout procedure, with options including carrier selection, pick up or drop off point, nominated delivery time or delivery to store. The goal is to migrate half of CB Fashion's customers to MetaPack Options. "With MetaPack, I can add value for the customer by serving them even better," Jan explains.

Another area where this applies is returns. "MetaPack Returns mean you can have a return portal in the look and feel of the customer. In the back office this is a MetaPack application that will collect return information and can be used for inbound capacity planning, so I can service customers with a customisable return."

When it comes to planning for further new developments in the delivery arena, MetaPack is CB Fashion's trusted advisor. "I definitely see it as a strategic partnership," Jan says. "Carriers see MetaPack as a serious platform, so if a carrier comes up with a new delivery option, I assume that MetaPack will be one of the first to test and implement that new service" In this way, CB Fashion is on course to maintain its position at the forefront of the market.