

CASE STUDY: OATLY REQUIRED DISCOUNTED SHIPPING RATES TO MAINTAIN DESIRED PROFITABILITY

CHALLENGE

With their previous 3PL, Oatly experienced very high ship rates due to the weights of their shipments. This was limiting their profitability to the point where online sales were crippling the company overall.

SOLUTION

Oatly was able to tap into Ruby Has Fulfillment carrier contracts and multiple strategically located fulfillment centers, saving over 30% on shipments.

FEATURES USED

- Seamless integration with Ruby Has' OMS partner
- Refrigerated storage
- Extreme discounted shipping rates

RESULT

Oatly is now encountering higher profitability rates through ecommerce and has significantly expanded their product line.



“Once our relationship with Ruby Has Fulfillment began, we were able to focus on expanding our product line and opening a new manufacturing warehouse!”

Nadia Zehngut

Operations Logistics Manager,
Oatly

