



RETAIL CASE STUDY

# Garage Flooring *eFulfillment with UPS®*

Garage Flooring is an industry leader in quality garage flooring and storage products which they sell across the United States through their website and multiple marketplaces. At heart, they are a business dedicated to making their customers' ideas and concepts a reality.

As the business grew, more and more customers were buying products through direct-to-consumer online channels, specifically Amazon Seller-Fulfilled Prime. Garage Flooring was fulfilling orders from their warehouse in Colorado, but with 60 percent of their customers in coastal states and increasing consumer expectations, it was becoming a challenge.

**Garage Flooring needed a logistics provider who could help to:**

- Integrate fulfillment into an omnichannel selling environment
- Streamline operations efficiency and reduce transportation expenditures
- Meet consumer expectations for fast, dependable delivery



*“UPS put me back on top of inventory and fulfillment instead of my inventory being on top of me.”*

*—Justin Krauss, President, Garage Flooring*

Garage Flooring's relationship with UPS grew with the business. First, they were shipping ground, then international, now UPS handles truckloads, containers, and fulfillment. "We have an amazing relationship with UPS, and it all started with our local UPS representative. He has closed every gap in our shipping needs, and I know he's a phone call away if we have an issue," says Justin Krauss, President, Garage Flooring.

Krauss adds, "UPS put me back on top of inventory and fulfillment instead of my inventory being on top of me. We have containers from Asia, 54' trucks from Salt Lake City and every size shipment in between. We manage our inventory and ship Amazon Prime, via ground, to 98 percent of our customer base."

Today, UPS® efulfillment handles all of Garage Flooring's direct-to-consumer Prime orders. By leaving warehousing and order fulfillment to UPS, Garage Flooring was able to focus on growing their core business. Krauss notes, "If you search 'garage flooring' online, we are up there with the big boys. With UPS efulfillment, manpower and warehouse space are no longer an obstacle to growth. We ship millions a year with a total of 5 full time employees."

## Challenge

Garage Flooring needed a logistics provider to help support ecommerce fulfillment across multiple channels and to help extend the reach of their Amazon Seller-Fulfilled Prime footprint.

## Solution

With easy onboarding and bundled pricing, UPS's efulfillment solution provided Garage Flooring an all-in-one platform that could streamline costs while providing consumers fast delivery across the U.S.

## Results

With UPS's help, Garage Flooring was able to increase sales, channel efficiency, and scalability while reducing transportation costs.

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To learn more about Garage Flooring LLC visit: [garageflooringllc.com](http://garageflooringllc.com)