

Case Study

Boxed for Success: How FabFitFun Saved Millions With EasyPost Enterprise + MagicLogic



Wins

80%
of overboxing eliminated

30% to 35%
reduction in carton
material usage

Millions
saved in shipping each
quarter

At a Glance

2010
founded

1+ million
subscribers

4x annually
peak shipping



FabFitFun has achieved very, very material savings that we could measure in the tens of millions of dollars a year stemming from cartonization and freight savings."

Julian Van Erlach
FabFitFun SVP Supply Chain

What Was the Challenge?

FabFitFun, a leading lifestyle membership platform founded in 2010, is best known for its flagship product, the FabFitFun Box. When the company made a shift to fully customizable boxes, they encountered logistical hurdles that threatened operational efficiency. Increased box sizes led to higher shipping costs, and reliance on a single carrier network introduced risks and inefficiencies. Additionally, overboxing resulted in higher freight costs and a negative environmental impact. They needed to reduce costs in the face of rapid growth.

How Did EasyPost Enterprise Help?

To address these challenges, FabFitFun partnered with EasyPost Enterprise and MagicLogic. Together, they optimized logistics by right-sizing boxes and implementing rate shopping across multiple carriers, significantly reducing costs and environmental impact. Speed is also crucial for FabFitFun, and with EasyPost Enterprise they can now easily handle tens of thousands of orders a day during peak shipping times.

Results

The integration of EasyPost Enterprise and MagicLogic resulted in millions of dollars saved every quarter due to a combination of optimized packaging and rate shopping. Right-sizing the boxes achieved an 80% reduction in overboxing, leading to immediate savings. In addition, they saw a 30% to 35% reduction in carton material usage thanks to smaller boxes and less packaging. This reduced the environmental impact, aligning with the company's sustainability goals.

Substantial cost savings aren't the only benefit; the partnership enhanced FabFitFun's customer experience and operational efficiency. As a result, the company continues to thrive, delivering value to its members while maintaining a commitment to sustainability.