

CASE STUDY

olsen

Sustainable logistics  
for a global fashion brand



## Company description

Olsen is a global German fashion brand successfully operating in over 20 countries around the world. With a target clientele of women aged 35+, their assortments focus on high quality clothes in a wide range of sizes (34-48). When the pandemic hit and their brick and mortar stores closed, Olsen took swift action and launched an online store in 13 days.

<https://www.olsenfashion.com/>

## Logistic challenges

- ✓ A large number of SKUs (over 2,000 products)
- ✓ Sustainable logistics
- ✓ A variety of shipment options
- ✓ Efficient returns handling

## Solutions

As a logistics partner who specializes in the fashion industry, we were well equipped to offer the Olsen brand logistic solutions that could meet the highest consumer expectations.

### 1 A large number of SKUs

In order to eliminate errors during the picking process we suggested adding detailed descriptions of the items to the product files, making it easier for warehouse workers to correctly identify the goods.

### 2 Sustainable logistics

Orders are shipped in environmentally friendly cardboard boxes, which are produced without using harmful dyes. In order to reduce empty space in packaging and the use of wasteful fillers, our employees cut the cartons to accurately fit the size of the goods.

### 3 A variety of shipment options

Thanks to their cooperation with Omnipack, Olsen have been able to offer their customers a wide range of shipping options: DHL, DPD, Inpost and delivery to the DHL pickup point and Inpost parcel lockers.

### 4 Efficient returns handling

The returned goods are carefully assessed by our employees and, if they remain intact, go through a refreshment process before being returned to the warehouse shelves. To make the process as easy as possible for the customer, a return form and a complaint form are added to each order.

## Omnipack numbers

- 99,92%** accurate order fulfillment
- 70%** merchants from fashion and beauty industry
- 100%** B2C merchants
- 1 day** delivery time to Poland and Germany
- 3-4 days** delivery time to the rest of the EU