



RETAIL CASE STUDY

Cool Carats

*eFulfillment
with UPS®*



Cool Carats™ LLC was started by a mom, Julie Kang, who wanted to provide cooling mechanisms for the summer heat. Frustrated by the lack of cooling products to help keep her infant daughter from getting burned in a hot car seat, she set out to develop her own cooling devices.

Cool Carats' most popular product is the Car Seat Cooler which can be chilled in the freezer then placed on a car seat on a hot summer day to cool it down before putting a child in it.

Online sales were the company's primary growth channel as the product gained popularity. Cool Carats sold products on both their website and through online marketplaces. Fulfilling orders from multiple channels to consumers across the U.S. was putting a strain on company resources and made it difficult to meet customers' expectations for fast and free delivery. "The biggest problem that UPS helped me solve is being able to compete with

Amazon® Prime two-day shipping. I was unable to offer customers any shipment under three days,” remarks Kang, CEO & Founder, Cool Carats.

When Kang turned to UPS for help, she was looking for more than a logistics provider. With UPS’s eFulfillment solution, Cool Carats was able to:

- Exceed consumer expectations through HOT peak times
- Manage order from multiple channels via one online portal
- Reduce transportation and logistics expenditures

“My product is unique to the marketplace and it delivers a solution to a problem most parents face. But with places like Amazon offering quick delivery of goods, the average online shopper expects quick shipment for free,” said Kang. “The low cost of UPS fulfillment allows for me to compete with quick delivery for free.”

Today, UPS® handles all of Cool Carats’ direct to consumer orders. Julie explains, “UPS has helped my business by allowing me to see and control all business avenues in one portal. The ease of electronically connecting all of my markets reduces any manual work and I haven’t had any errors in fulfillment.”



“UPS has allowed us to have one provider who can fulfill our Amazon Prime orders and orders from all other marketplaces — one provider and one platform that can fulfill all my sales channels and allow me to focus on my number one priority — my daughter.”

—Julie Kang, CEO/founder, Cool Carats

Kang wants every parent to be a Cool Carats customer. With UPS taking care of fulfillment, she can concentrate on building the brand, expanding the product line, and still spend time with her family. As she put it, “UPS has allowed us to have one provider who can fulfill our Amazon Prime orders and orders from all other marketplaces — one provider and one platform that can fulfill all my sales channels and allow me to focus on my number one priority — my daughter.”

Challenge

Cool Carats wanted to move away from Fulfillment by Amazon (FBA) but still be able to meet customer demand for fast and free shipping.

Solution

With easy onboarding and bundled pricing, UPS’s eFulfillment solution provided Cool Carats an all-in-one platform that could streamline costs while providing consumers fast delivery across the U.S.

Results

With UPS’s help, Cool Carats was able to increase sales, expand channels, and continue to meet customer delivery expectations.

For more information please email
upsefulfillment@ups.com

To learn more about Cool Carats visit: coolcarats.com