



IDS Integrated Distribution Services, Inc.

CASE STUDY: Jockey.com

From Lumberjacks Socks to Thriving e-Commerce

Your partner for

flexible fulfillment

SOLUTIONS

Jockey International is a privately held company headquartered in Kenosha, Wisconsin. The company employs more than 5,000 people around the world. Jockey International, Inc. was founded in 1876 by Samuel T. Cooper, a retired minister who wanted to help lumberjacks suffering from discomfort caused by their shoddy wool socks. The company quickly grew in size and sophistication, including its aggressive growth into e-commerce through Jockey.com.

Consumers demand a diverse choice of thousands of tailored products online. Sales, seasonal promotions, and new lines offered by Jockey.com required a fulfillment solutions provider that could help it manage the complex ordering and distribution process. The fulfillment partner needed to be flexible enough to quickly accommodate the retailer's rapidly changing marketplace. Jockey.com also needed a fulfillment partner that could integrate and track its current warehouse inventory to match product availability online demanded by consumers.

The IDS Solution

Integrated Distribution Services, an Indianapolis-based third party logistics (3PL) firm, provided the solution: a comprehensive order fulfillment solution which provided the flexibility, scalability, adaptability, and accuracy needed for a rapidly growing e-commerce division.

Jockey.com and IDS work closely to pinpoint potential spikes in demand – catalog drops, e-campaigns, and seasonal site promotions. IDS is able to quickly adjust staffing levels in order to fulfill all orders within the 24-hour of the consumer placing it online.

IDS also provides fulfillment services for Jockey.com catalog sales and drop shipping order fulfillment for other retailers selling Jockey online. Packaging and order slips are branded for each retailer.

The Results

Jockey.com now experiences dramatically reduced return rates, increased on-time delivery in shipment and improved customer satisfaction. From the 1800s when Mr. Cooper first provided a solution for lumberjacks, Jockey.com can now fast forward 133 years later with an effective fulfillment solution by partnering with IDS.



EFFICIENT. ACCURATE. INTEGRATED.

“IDS offers agility and scalability, both requirements in eCommerce. It’s a seamless relationship—IDS understands our needs so we can focus on growth.”

— Shawn Burwell,
Operations Manager for Jockey

IDS Services Used

- Expedited shipping
- Fulfillment
- Inventory management systems
- Pick-and-pack
- Reverse logistics
- Warehousing

For more about IDS fulfillment and other strategic logistic solutions, please call 317.837.7007 or visit www.IDSfulfillmentservices.com.