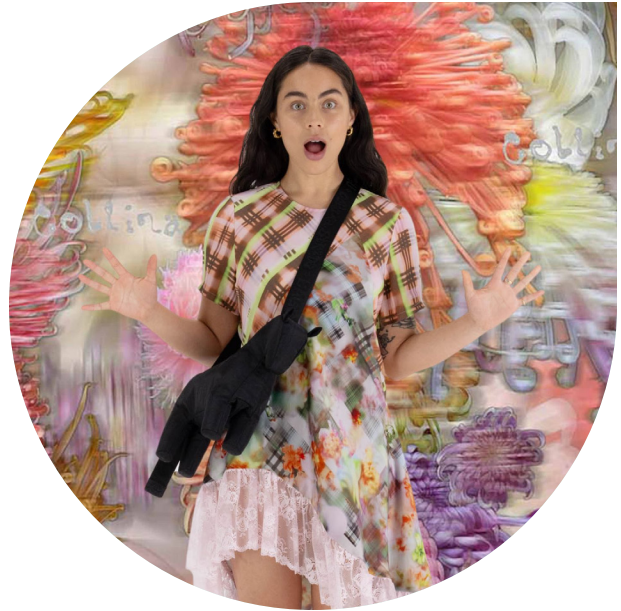


BAGGU BAGS BIG WINS:

# How Quiet Transformed Fulfillment for the Reusable Bag Icon



**Close communication, a huge network and retail savvy innovations fuel a highly successful partnership.**

Baggu, a brand synonymous with chic, sustainable reusable bags, has revolutionized how we carry our everyday essentials. Founded in 2007 by mother-daughter duo Joan and Emily Sugihara, their mission was simple: create a stylish and functional alternative to single-use plastic bags.

Their vision resonated with consumers, propelling Baggu from a Brooklyn kitchen table project to a global phenomenon. Their iconic reusable bags have become a staple for grocery shopping, everyday carry, and travel, gracing the arms of trendsetters and eco-warriors alike.

However, Baggu's rapid ascent presented unique logistical challenges. As demand surged, their previous 3PL provider struggled to keep pace, especially with the complexities of wholesale orders and kitting requirements. Communication breakdowns and fulfillment delays became recurring headaches.

Baggu, the beloved brand synonymous with reusable bags, has captured the hearts of eco-conscious consumers worldwide. But their skyrocketing popularity brought on a new set of logistical challenges. This case study is a behind-the-scenes look at how Quiet became Baggu's secret weapon for scaling their fulfillment operations, tackling peak seasons head-on, and delivering on their promise of eco-conscious convenience.

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“You can get a warehouse anywhere, but the work that we're getting and who we are working with is really what makes it the high end service we are receiving.”

**Colin Redmon, Operations Lead,  
Baggu**

In 2020, Baggu sought a 3PL partner who could not only handle their expanding needs but also share their passion for sustainability and innovation. Enter Quiet.

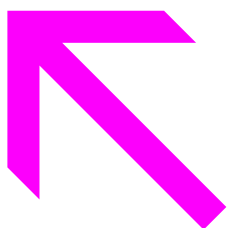
## Partnering for Growth

Baggu's calendar is packed with peak seasons—from holidays and back-to-school rushes to exciting celebrity collaborations, their inventory is constantly on the move. That's why they needed a 3PL partner who could keep up with their fast-paced, ever-evolving business.

From day one, we paired Baggu with a dedicated account manager, someone who truly understands their unique needs and challenges. At Quiet, we believe in open communication, transparency, and collaboration. We're not just a vendor—we're an extension of their team.

With Slack as our secret weapon, we've created a direct line of communication, allowing for real-time updates and swift resolution of any issues. Baggu knows they can always count on us at Quiet to be ready to listen and find solutions.

But our commitment to Baggu goes beyond just talking the talk. We do everything we can to catch issues before Baggu's business suffers. When a shipment of their iconic tote bags unexpectedly developed a quality control issue during transit, our proactive quality control team sprang into action before they even noticed. "We quickly isolated the affected items, ensuring that only pristine products reached Baggu's customers," Matt Papini, Baggu's Account Manager shares proudly. "That's the kind of dedication and care that sets us apart from ordinary 3PLs."



# Innovation Beyond Fulfillment

Our partnership with Baggu isn't just about moving boxes—it's about leveraging our expertise and technology to help them thrive. We're constantly hunting for ways to streamline their operations, reduce costs, and unlock new growth opportunities.

Take EDI (Electronic Data Interchange), for example. We worked hand-in-hand with Baggu to implement EDI, resolving pesky chargeback issues with a major wholesale partner and saving them valuable time and money.

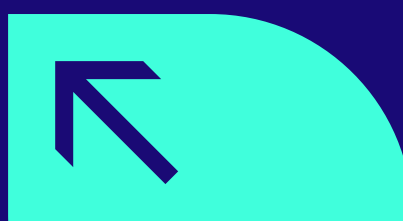
Or consider Passport, our international shipping solution. By significantly reducing shipping costs to Canada, Passport helped Baggu boost conversions in the Canadian market by a whopping 98%!

But we're not stopping there. We're currently working with Baggu to implement universal SKUs at our Los Angeles facility, a cutting-edge solution that will optimize their inventory management and streamline kitting processes. And we're exploring new ways to improve international wholesale shipping, ensuring their products reach customers around the world seamlessly and powering even more growth.



“Quiet is super efficient and they have great rates. They give us great visibility. It’s a real hands-on atmosphere. It feels like you can rely on them—they really have your back.”

**Dylan Cortez, Logistics Lead, Baggu**



# Results That Speak Volumes

Our partnership with Baggu has yielded some pretty impressive results, like:

 **99%** expedited orders on time for Nov & Dec 2023

But the real impact goes beyond the numbers. It's about the trust we've built, the challenges we've overcome together, and the shared passion for sustainability and innovation.

"We are still growing," says Dylan Cortez, Logistics Lead at Baggu, "and there are a lot of ways that our collaboration has really, really improved our business and helped make our growth over these past few years possible."

## Here's to Many More Bags and Big Wins!

As Baggu continues to grow and evolve, we're right there with them, innovating and adapting to meet their unique needs. It's a partnership built on trust, communication, and a shared passion for sustainability. And we can't wait to see what the future holds for Baggu – we know it's going to be filled with many more big wins.



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