

# caseSTUDY

**Bluff Works:** American-made, sustainable, virtually indestructible pants for active men.



## The Challenge

Bluff Works are sewn and made in the Garment District of New York City. The fabric is manufactured in Taiwan. Their customers are worldwide and the company needs to be able to ship internationally as well as take exchanges efficiently. With online shopping becoming the norm, Bluff Works needed to be able to fulfill customers' expectations quickly, efficiently and costeffectively.

Bluff Works' previous distributor/fulfillment house was extremely rigid and wasn't set up to handle the apparel business. They have 360 SKUs and they were not able to provide adequate pricing and shipping. He felt "nickel and dimed" and was constantly worried about warehousing and shipping. They were not able to meet Bluff Works' growing needs, including the ability to understand international shipping and the different possibilities and costs associated with it. There was also the need for Bluff Works to know when exchanges happen. The previous company wasn't able to handle the very important aspect of retail exchanges, and since turn-around for exchanges is imperative, the DC needs to be able to ship out an exchanged pair of pants that look like new.

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*- Stefan Loble, Bluff Works founder.*



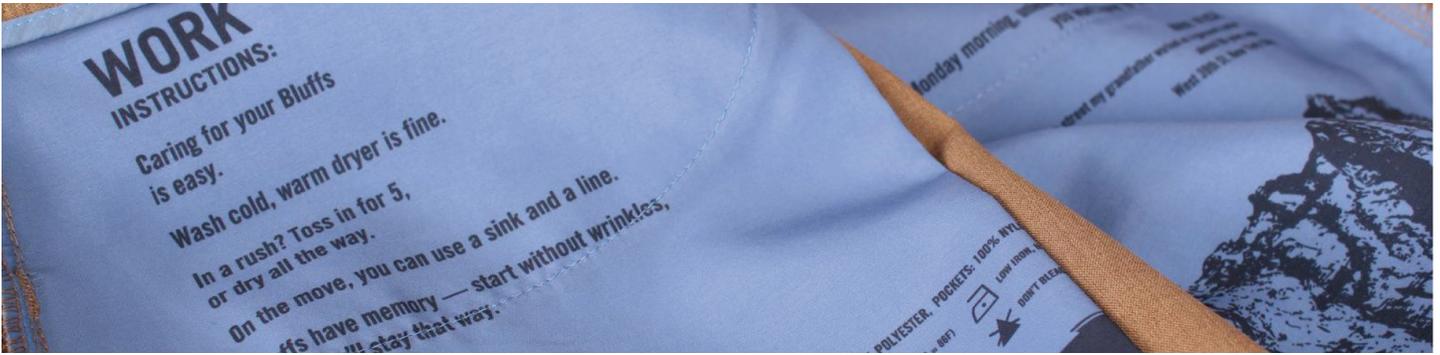
## BLUFFWORKS

Bluff Works is a line of American-made, sustainable, virtually indestructible pants for active men. The company is headquartered in New York City and the pants are produced there as well. These modern, wrinkle-free, versatile pants can be worn multiple times without washing or maintenance and are designed for work or play. Customers range from active men to technology buffs that don't want to spend time on their clothing, but want to look great. A pair of Bluffs can stand being rolled, stuffed in a bag, and most important, can be worn time and time again without washing or ironing.

In fact, Stefan Loble, the founder, featured himself in a video swimming in the ocean while wearing Bluffs and then going to dinner in the same pants that night. "While most men won't put their pants through such extremes, just getting a few additional wears than a traditional khaki is a huge improvement," Loble said.



DMI Fulfillment provides distribution, fulfillment services and warehousing facilities across the country allowing companies like Bluff Works the ability to store, pick, pack and ship products to their customers without mistakes, providing much confidence in inventory integrity, managing returns and personalized packing slips and labels. Seasoned professional account representatives are assigned to each account to assist in all operational and distribution needs.



## The Solution

In order to meet the growing demand for these innovative and stylish pants, Bluff Works founder, Loble, leaned on DMI Fulfillment for their expertise in this arena. Mr. Loble said, “We are a small company and when I contract out work, I expect the experts to provide a return on investment. DMI has proven they have the expertise and facilities to do this. I really trust DMI to get it done.”

“I appreciate the fact that my account representative, Heather Benjamin, communicates with me on a daily basis about my account. She is constantly analyzing our account and DMI has become a true partner. They are just as committed to our customers as we are. They are an extension of our company,” said Stefan Loble.

## How did they do it?

The Bluff Works team visited the DMI facility and figured out a partnership onsite at the distribution center. They found better service models for their customers. “I saw pots and pans on the walls at the DMI Fulfillment distribution center and I knew they were going to be able to meet our needs as an online retailer,” said Mr. Loble. DMI Fulfillment was able to work with Mr. Loble to educate him on how DM-Fulfillment works and how they could enhance the customer experience for Bluff Works customers. DM-Fulfillment figured out how to overcome Mr. Loble’s challenge of retail exchange in the DC before pants that have been exchanged are sent to another customer.

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## The Result

Bluff Works has significantly improved ship and delivery times and their exchange service model. In fact, DMI helped them move from a cylindrical pack to a flat pack that was cost-effective and also showcased the product much better. Bluff Works prides itself on being a sustainable producer of clothing that their customers can trust; and they expect that same level of service from their vendors.

