

caseSTUDY

The Elephant Pants:

Save Elephants. Feel good.

Executive Summary

The founders of The Elephant Pants had launched a successful, give-back business that was quickly outgrowing their self-fulfillment business model. With the holiday season approaching, they knew they wouldn't be able to keep up. Their eCommerce service provider at the time was already fully integrated with DM Fulfillment (DMF) which made for a seamless transition from self-fulfillment to third-party fulfillment utilizing DM Fulfillment's expertise in direct-to-consumer shipping and their highly automated inventory/order management process.



The Challenge

The Elephant Pants is a fairly young company with goals for future growth and expansion. Partnering with someone for fulfillment was inevitable, but they needed a partner that could easily integrate with their current service provider, execute their in-box marketing initiatives and eventually grow with them as they build their brand and expand into international markets. They were introduced to DM Fulfillment in September 2015.



The approaching holidays were at the forefront of their motivation to move quickly, but as business owners they had to be cautious. Would DM Fulfillment be a short-term solution or would they be able to provide the long-term support they were seeking?



In 2014, two friends found themselves looking up at an elephant and something clicked. They understood why elephants had been revered for thousands of years and why so many people traveled far and wide to see them. Determined to put an end to the exploitation of elephants around the world, the pair hatched a plan to help save them — Pants, but not just any pants, the most comfortable pants that anybody had ever worn.

Since The Elephant Pants opened its doors in 2014, it has sold more than 400,000 pairs of pants and donated more than \$127,000 to organizations looking to make the world a safer place for elephants. The founders hope to someday expand their give-back business to help other endangered species and become a global brand.



DM Fulfillment provides best-in-class fulfillment and distribution solutions so that manufacturers, merchants and trading partners can seamlessly integrate with today's omni-channel, e-commerce world. Five strategically located, highly automated fulfillment centers offer cost-effective shipping solutions and speed to customer and shelf. DM Fulfillment's mission is to deliver an exceptional customer experience with every order. Visit www.DMFulfillment.com to learn more.

The Solution

DM Fulfillment was already fully integrated with The Elephant Pants' current service provider, making that requirement rather easy to check off the list. However, it wasn't just the integration between the two companies. It was DM Fulfillment's capability to connect with virtually any type of system and manage fulfillment across multiple channels and multiple platforms. This expertise in technology demonstrated their ability to provide a solid foundation for The Elephant Pants to grow. Another major factor was to make sure they could continue in-box marketing initiatives. Again, the answer was in the technology. DM Fulfillment has been utilizing a custom-built system for years to facilitate and enhance in-box marketing programs. This was not a new concept for the DM fulfillment centers.

“As a manufacturer, we sometimes face challenges working with new suppliers and dealing with timelines that don't go to plan. DM Fulfillment is nimble in its response to these situations.”

- David Chakrin, *The Elephant Pants*, COO

After discussions with the DM Fulfillment team and a tour of their Carlisle facility, the decision was made to move forward with bringing inventory into the Carlisle, PA, fulfillment center. The partnership officially launched in November 2015 shipping over 600 orders per day.



Since then, DM Fulfillment has shipped product through two holiday seasons, streamlined The Elephant Pants' inbound inventory process and successfully facilitated The Elephant Pants Mystery Box marketing program — a bonus gift offer where a qualifying purchase comes with two mystery gifts (i.e. branded bracelets, earbuds, bags, notebooks).

Shark Tank Appearance



The Elephant Pants pitched their give-back line of products to the Sharks in an episode that aired Friday, February 24. The founders and Brooklyn-natives, Nathan Coleman and

James Brooks, were seeking \$500,000 for 10% equity in their company. Sharks Kevin O'Leary, Lori Greiner and Daymond John all made offers. In the end, after some negotiating, they accepted an offer from Daymond John of \$500,000 with 15% equity and 2.5% in advisory shares. In the two days following the show, orders nearly tripled the 2015 daily average.



The DM Fulfillment staff in Carlisle, PA, was able to easily manage the influx of orders and meet expectations. With the backing of a Shark and the ambition of Nathan Coleman and James Brooks (above - on the set of Shark Tank), the company is optimistic about achieving their goals of becoming a global brand.

“A big question when facing a huge uptick in sales is if your infrastructure can support it. Luckily for us, partnering with DM Fulfillment meant we could enjoy the moment of our Shark Tank appearance and rest easy knowing they had us covered. DM Fulfillment has easily handled the high order volume and elevated sales since the show aired.”

- James Brooks, *The Elephant Pants*, CFO/Owner