

# caseSTUDY



## SmartMouth™

Partnering with DM Fulfillment and SPS Commerce for growth

### the CHALLENGE

The makers of SmartMouth™ Mouthwash were already experiencing brand success prior to partnering with DM Fulfillment, but they were also facing challenges in meeting the requirements of their retail customers — challenges that were growing as sales increased. They knew they needed a fully-automated solution for shipping into retail with precision and ease in order to reduce expense and build volume. On their wish list was a fulfillment partner who could provide an accurate and visible inventory tracking system, manage to the various retail requirements, offer a larger DC footprint to reduce transit time and freight cost and demonstrate the ability to scale and adapt the business for future eCommerce growth yet to be defined.



*"We successfully reduced time in transit and freight costs by utilizing DM Fulfillment's full distribution network. Order volume has increased across all sales channels and we're able to efficiently and effectively keep up with the demand of retail and eCommerce orders."*

- Brent Dellay, Triumph Pharmaceuticals Inc.

**SmartMouth™ Mouthwash**, made by Triumph Pharmaceuticals, addresses the issue of recurring bad breath. Consumers spend billions of dollars each year on mouthwashes, toothpastes, chewing gum and mints. Most of these products may provide an immediate feeling of freshness, but the solution is typically short-lived. SmartMouth™ addresses the issue of eliminating current bad breath while also blocking germs from eating protein particles, thereby preventing them from producing new bad breath. SmartMouth™ is the only mouthwash clinically proven to give you at least 12 hours of fresh breath.



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](http://www.dmfulfillment.com) to learn more.

## the SOLUTION

DM Fulfillment, through their direct connection with SPS Commerce’s cloud service, which enables streamlined integrations with retailers, was able to confidently deliver the omni-channel experience on behalf of SmartMouth™. Having direct integration with multiple retail partners, DM Fulfillment and SPS Commerce provided the infrastructure and support the customer had been seeking. Product was brought in to only 1 DC in the beginning, the on-boarding process was detailed and precise, and the first order was shipped in February 2014.

SmartMouth™ then expanded their full product offering to all 4 DM Fulfillment locations utilizing DM’s proprietary Distributed Order Management System (DOMs) to maximize fulfillment and reach to 99% of the U.S. within 1 to 2 days. Eventually, connectivity with online retailers was needed to expand beyond brick and mortar and begin shipping singles directly to consumers. DM Fulfillment made the transition effortlessly with their existing integrations with Amazon, Walmart.com and other dot-coms allowing the SmartMouth™ brand to grow exponentially with very little effort.

Today, SmartMouth™ is reaping the benefits of a 3rd party relationship that offers an array of wholesale and fulfillment solutions to meet their needs regardless of how and where their product is purchased. They’re also now using DM’s virtual bundling capabilities to increase order size, offer a greater assortment with unique SKUs and introduce customers to new products.

