

How LUSH boosted their eCommerce by reaching local customers





Lush Background

Lush was founded in Poole, England, in 1995, as a cosmetics company producing its beauty products using only fresh vegetables and fruits. However, 26 years later, Lush cosmetics is leading the market by integrating its social entrepreneurship ideas, designing cradle-to-cradle, and engineering ethics into its business model.

All Lush products are vegetarian and organic, and the company is famous for its ethical business model, sustainable production, and in-house product design. In 2021, Lush has 950+ stores in 49 countries globally and is a multiple award-winning organization for sustainable development.

For its regional eCommerce orders in the Netherlands, Lush depended on its digital fulfillment center in Dusseldorf. However, with Lush's large brick-and-mortar store presence in the Netherlands, Lush started looking for a new local delivery solution to ship from store-to-door, bypassing the lengthy journey from their fulfillment center in Germany.

950+
Stores around the world

49
Countries with retail stores



Challenges in reaching local customers

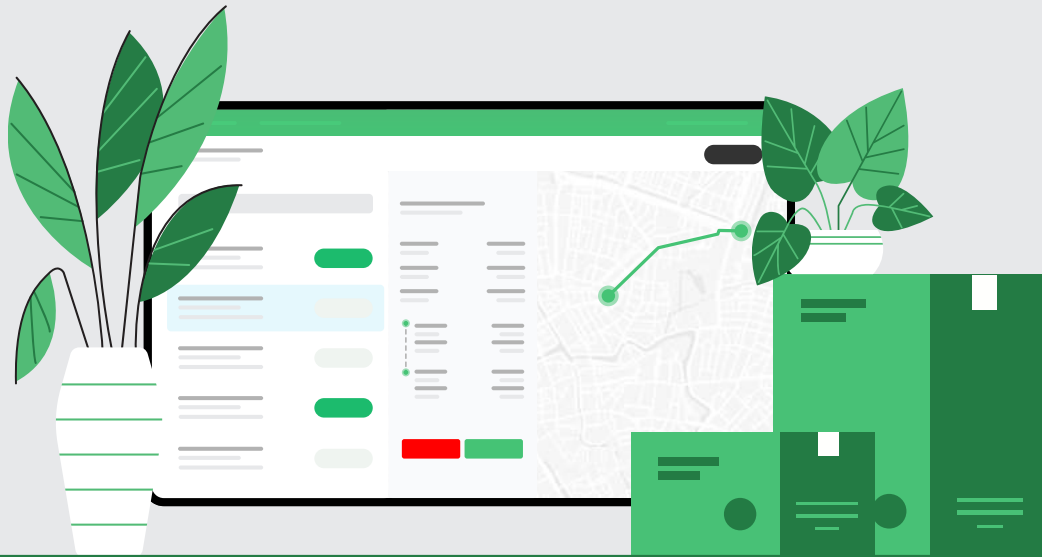
Lush is not new to the eCommerce market in the Netherlands. They have been fulfilling their regional orders through their macro hub in Dusseldorf, Germany. However, Lush saw an opportunity in using their nationwide network of brick-and-mortar stores to reach their local customers faster, allow for more local visibility, and further capitalize on the growing eCommerce market.

Lush realized the benefits of turning local stores into dark stores to reach their local customers faster, cutting the last mile shorter. First, however, Lush needed to make sure that they do environmentally, with a sustainable partner that aligns with its values.

Throughout the different stages of the Netherlands' lockdown, in-stores sales have dropped, and inventory was staying unused. Lush was able to open its shops for a few customers for click & collect. However, with the shops closed for most of the year, Lush realized that its products' last-mile journey from Germany to the Netherlands limits the speed they can reach their local customers at.

So, How did Lush boost their eCommerce sales by reaching local customers using local resources and stores? And how did that lead to Lush reducing their delivery time, optimize in-store stocks, and offer fast and sustainable delivery options to their customers?





Packaly's sustainable last-mile solution

Packaly is a 100% CO₂-neutral last-mile delivery company with a mission of changing the way we think of logistics, one parcel at a time. After approaching Lush, Packaly helped Lush pinpoint bottlenecks and offered solutions about the speed and sustainability of the last-mile delivery, the technological difficulties, and staff training.

As a brand, Lush carefully measures the impact of any action they do, starting from their organic material providers to product development, cradle-to-cradle product design, and sales.

Therefore, Packaly was the perfect addition to complement their positive green impact. Lush was also attracted by Packaly's express carbon-neutral bike delivery as a means to reach their local customers and use their local brick-and-mortar stores as dark stores or micro hubs.

Packaly offered Lush a transparent pricing model, a user-friendly Delivery Dashboard, and great communication and cooperation to set up the bike delivery service. Packaly also worked with Lush on setting up an internal process for integrating Packaly's delivery service into their day-to-day activities.

Packaly helped resolve some technical difficulties setting up Jotform and Shopify stores to automate Lush's orders. As a result, it took Lush and Packaly only 4 weeks to set up a new internal system in 8 different cities for Lush and send their first bike delivery for Lush NL.



"Packaly's Dashboard is straightforward to use and user-friendly, and there is always someone ready to reply and help out the best they can! We all have our favorite Packaly employee to talk to when in need of help, but they are all stars."

Alex, Store Manager at Lush Den Haag

Lush decided to boost their eCommerce experience by using its nationwide network of brick-and-mortar stores to reach local customers and combat the drop in in-store sales.

Packaly assisted Lush in turning their stores into dark stores and reaching local customers sustainably within the same day. Packaly also helped to optimize the local in-store stock use and visibility in the market during the lockdown.

LUS



LUSH
OPENINGSTIJDEN

maandag 12 - 17
dinsdag 10 - 17
woensdag 10 - 17
donderdag 10 - 17
vrijdag 10 - 17
zaterdag 12 - 17

Wij hebben de winkel nu alleen online open.
De winkel is nu alleen online open.
De winkel is nu alleen online open.
De winkel is nu alleen online open.
De winkel is nu alleen online open.
De winkel is nu alleen online open.

HIER
WACHTEN
AUB
-
PLEASE
WAIT
HERE

Dark stores, optimized in-store inventory, and satisfied customers

In weeks 51 and 52 of 2020, Packaly shipped 26% and 28% respectively of Lush NL total sales and 20% percent in week 6 of 2021. The sales growth boosted Lush's eCommerce sales while using their local stores' inventories.

In addition, the partnership helped Lush improve its local and digital brand visibility and add another green layer to its award-winning sustainable business model.

"We were able to make sales from our closed shops, limit the amount of waste by optimizing the use of stock while offering a carbon-neutral delivery option and staying visible to our customers."

***Margreet van Schaaijk, Brand Manager at Lush
Netherlands & Belgium***

Lush also had a great experience with our Riders, describing the process as professional and friendly. In addition, our Riders have helped Lush employees through the process by being timely, reliable, and fast.

"All of the riders that we have met in Den Haag were always so friendly and fast passed when collecting their parcels. Some of them became friends with some of our team members. That is how easy it has always been to talk to them!"

Alex, Manager at Lush Den Haag

“We’ve got Packaly up and running within the Lush infrastructure within several days and started **shipping incredibly fast. The dedication and incredible fast responses from both teams aligned so well that we’ve started shipping the first parcel within several days.”**

Axel Dekker – CEO Packaly



The Next Chapter

In conclusion, Packaly proved to be the reliable last-mile partner for Lush to reach its local customers. Starting with both companies' shared values of sustainability to Packaly's fast and sustainable last-mile delivery solutions.

Packaly was also able to help Lush set up their internal systems in 8 different Dutch cities and other technical issues faced along the way. Packaly helped further by providing a quick, flexible, and efficient last-mile solution that aligns with Lush's brand identity, providing a unique last-mile experience to their customers.

Lush and Packaly will be continuing their partnership for local express and scheduled deliveries to reach customers sustainably. In the future, Packaly and Lush will continue their broadened expansions over the region, making sustainable last-mile deliveries available for all.

At Packaly, we are committed to making the most sustainable, reliable and fastest shipping options available to the public. We believe in transparency, reliability and perfection, all under one service level.



2 weeks

From starting the project
to shipping the first parcel

28%

Were shipped with Packaly in
week 52 of 2020

Lush used the following services

-  Express Delivery
-  Same Day Delivery

100% CO2-neutral

All deliveries shipped sustainably

