



WHITE PAPER



Scaling Without the Struggle

The Ultimate Growth Guide for DTC to Multi-Channel Brands

A Practical Handbook for Expanding
Across Multiple Channels

The Shifting Landscape of E-commerce

The e-commerce landscape is changing fast. What worked last year might not work today, and what works today might not work tomorrow. Whether you're looking to expand your direct-to-consumer (DTC) business, start selling on marketplaces, grow wholesale relationships, open brick-and-mortar stores, or go global, there's a lot to juggle.

The good news? You don't have to do it alone.

In this guide, we'll walk you through key growth strategies for each of these channels—DTC, drop shipping, wholesale, brick & mortar retail, and international. We'll break down the challenges you're facing at each stage and show you how a streamlined supply chain can help you tackle them without losing focus on what matters most—delivering a great customer experience, profitably scaling, and keeping your brand strong.



KEY TRENDS

The Future of E-commerce in 2025 and Beyond

At Quiet, we don't just react to trends—we anticipate them. We have a unique vantage point, informed by our deep roots within the [American Eagle Outfitters \(AEO\)](#) portfolio and our focus on high-growth brands. Here's what we see on the horizon for 2025 and beyond, and how we're positioned to help you lead the way:



Omnichannel Is Here to Stay

Consumers want a seamless experience—and the majority are buying across multiple channels. A recent study by the Harvard Business Review found that [73% of customers use multiple channels](#) during their shopping journey. Whether they're shopping online, on social media, or in your physical store, they expect the same great service across all channels. That means connecting your data and delivering consistent experiences wherever your customers interact with you. This requires integrating online and offline data, creating unified customer profiles, and delivering consistent experiences whether a customer is browsing your website, engaging on social media, or visiting a physical store. Ensuring that the brand experience is consistent and luxurious across all channels.



Personalization Is No Longer Optional

Generic is out, and hyper-personalization is in. [80% of consumers](#) are more likely to make a purchase from a brand that provides personalized experiences. This isn't just about targeted emails—it's about personalized delivery experiences. Leveraging data to offer bespoke services, exclusive product recommendations, and personalized communications that reinforce a sense of exclusivity and individual attention.



Supply Chain Resilience Is Key

Disruptions happen. That's just the reality of today's world. 2024 hammered home that disruption is the norm, rather than the exception. What matters is having a supply chain that can bounce back fast. With sudden [increases in tariffs](#), sporadic [labor unrest](#) across [several freight modes](#) and multiple extreme weather events [disrupting operations](#) on supply chains globally, brands need a supply chain that adapts quickly and keeps products moving.



Data's Power, Amplified

The better you know your customers, the better you can serve them. Companies that leverage customer behavioral insights [outperform their peers by 85% in sales growth](#). Data isn't just for tracking sales—it's about understanding customer behavior and using that insight to deliver more value.



The Customer Experience Is Everything

In 2025, it's not just about the product. It's about how your customer feels when they interact with your brand. Whether online or in-store, providing a great experience is key to customer loyalty and long-term growth. [93% of consumers](#) say a positive customer experience makes them more likely to buy again. Even when mistakes are made, if the customer service is excellent 78% of customers will return to do more business. For high-end brands, this means curating exceptional online and offline experiences—from personalized styling advice to exclusive events—that reflect the brand's unique values and create lasting emotional connections with their discerning clientele.



Balancing Exclusivity with Scalability

Success hinges on a delicate balance: the need to scale operations and grow the business while preserving the very essence of the brand—exclusivity, craftsmanship, and a premium customer experience. This is the art of scaling without dilution. Only [54% of companies](#) say they are able to maintain a consistent customer experience across all channels, and an even smaller percentage manage to do so while upholding the standards of high-end markets. This makes growth risky, fearing the brand can become a victim of its own success. This is why many high-end brands are hesitant to scale aggressively, while others, in their pursuit of rapid expansion, make costly compromises, ultimately diluting their brand equity.

GROWTH STAGES

Navigating the Path to Maturity

Every brand's growth journey is unique, but there are general stages most brands go through. These stages each present their own challenges and opportunities, especially when it comes to scaling across multiple sales channels. Understanding where your brand currently stands will help you make informed, strategic decisions about how to grow and when to expand into new channels.

It's important to note that the path to growth is rarely linear. While these stages provide a useful framework, each brand may follow a different timeline or path depending on their market, product, and goals. That said, here's a general outline of the stages and how channel expansion typically aligns with each one.

Startup

- Time consuming
- Manual process
- Inefficient, single threaded shipping
- Limited space and capacity
- Limited visibility
- Fulfillment and delivery done in-house

Emerging

- Single-threaded delivery contract
- Excess inventory
- Lack of communication
- Peak season challenges
- Single employee responsibility
- Delivery disruptions
- Overburdened staff
- Reactive management

Growing

- Click2Door comprehensive service
- Dedicated business manager
- Inventory controls
- Lower shipping costs
- Multi-carrier options
- Centralized oversight

Established

- Optimized inventory placement
- Reduced shipping costs & transit time
- Increased reach and faster delivery
- Proactive performance management

Avg. % of the total cost per order:

17%

Avg. % of the total cost per order:

15%

Avg. % of the total cost per order:

12%

Avg. % of the total cost per order:

9%

Scaling Across Channels—Finding the Right Path for Your Brand

Every brand's growth journey is different, but one thing is true for all: when you expand across multiple sales channels, the challenges change. What worked for your direct-to-consumer (DTC) business might not work when you start selling through marketplaces, partnering with retailers, or moving into brick-and-mortar stores. The key is understanding these challenges and knowing how to leverage your supply chain to stay ahead.

We will break down the growth path for each of these channels—DTC, drop shipping through marketplaces, wholesale, retail, and international—and share how to scale smoothly without compromising the things that make your brand stand out.



Direct-to-Consumer (DTC)

DTC is the foundation of many e-commerce brands, and where they tend to live until they've outgrown their first warehouse. It's where you control the customer experience, own the relationship, and can create a premium, personalized journey. But that control comes with its own set of challenges.

What's Changing in DTC

As consumer expectations continue to rise, so do the demands on your business. The post-pandemic world has made online shopping the norm, and customers expect fast shipping, seamless experiences, and great customer service. At the same time, costs for customer acquisition and shipping are rising, and your brand needs to find ways to stay profitable.

How Quiet Helps

When it comes to DTC, your supply chain is everything. Quiet's solutions are designed to help streamline your logistics, ensuring that your deliveries are fast and cost-effective. We help you manage inventory, optimize your shipping strategy, and keep your fulfillment processes running smoothly so that you can focus on what matters most—your brand and your customers.

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Marketplaces

Marketplaces like Amazon, eBay, and Walmart give your brand immediate access to a large audience without the need to manage inventory. But drop shipping isn't without its complexities.

What's Changing in Marketplaces

Selling through marketplaces is more competitive than ever. While they give you access to massive customer bases, you need to navigate platform rules, keep up with inventory levels, and handle returns without the same level of control you'd have with DTC.

How Quiet Helps

Drop shipping can quickly become a logistical nightmare if not handled properly. Quiet ensures that your inventory is always up to date across multiple platforms, reducing the risk of overselling. We also help with packaging and shipping compliance, making sure that your orders meet each marketplace's specific requirements. This means fewer errors, happier customers, and no wasted time dealing with returns or shipping problems.

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Wholesale

Wholesale allows you to sell large quantities of your products to retailers, expanding your reach and generating bigger revenue chunks. But it requires a different set of processes than DTC or marketplaces.

What's Changing in Wholesale

With wholesale, you're selling to businesses that expect bulk orders and detailed logistics. Retailers have strict requirements on shipping, packaging, and labeling, and they often place large orders at once. Plus, you have to manage the risk of unsold stock, seasonal markdowns, and chargebacks if products don't sell as expected.

How Quiet Helps

We take care of the complex logistics for wholesale, from inventory management to shipping compliance. Quiet helps you manage large orders, track your inventory, and ensure you meet the retailer's delivery timelines. Our systems are built to scale with your business, so you're always ready for that big order while keeping costs in check.

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Brick-and-Mortar Retail

Opening your own physical retail stores can be a major milestone in your brand's growth. But it's also a significant investment and comes with unique challenges.

What's Changing in Retail

With the rise of online shopping, brick-and-mortar stores are evolving. While they remain important for brand visibility and customer engagement, they require careful planning. Retailers need inventory management systems that work in-store and online, and consumers now expect to buy online and pick up in-store (BOPIS) with ease.

How Quiet Helps

Quiet helps optimize inventory across your retail stores and other channels. We provide the logistics support you need to manage inventory across multiple locations, ensuring that your stores always have the products your customers want. We also streamline the delivery process for both in-store purchases and online orders, allowing you to provide the seamless experience your customers expect.

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Global Expansion

Going global can unlock huge growth opportunities, but international sales come with their own set of complexities—from navigating tariffs to managing different regulations and local shipping logistics.

What's Changing in International Markets

Expanding internationally opens up new revenue streams, but it also adds complexity to your supply chain. From shipping regulations and tariffs to managing returns and localized customer service, your business needs a partner who understands the ins and outs of global trade.

How Quiet Helps

Quiet offers end-to-end solutions to help you manage international sales. We handle customs compliance, cross-border shipping, and returns management, so you can focus on growing your brand in new markets. We work with you to ensure that your international supply chain is efficient, cost-effective, and compliant with local regulations.

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DIRECT - TO - CONSUMER

Optimizing Logistics for Growth

Your direct-to-consumer (DTC) channel is the lifeblood of your brand—it's where you build relationships with your customers, control the brand narrative, and drive long-term growth. But as you scale, optimizing your logistics operations is key to ensuring that you can meet rising customer expectations while keeping costs under control.

To truly excel in DTC, you need more than just a reliable fulfillment system—you need advanced tools that allow you to streamline operations, enhance inventory management, and respond quickly to shifts in demand. This is where data-driven logistics comes into play, and Quiet's advanced technology can help you get there.



The Importance of Strategic Partnerships

When your DTC channel begins to scale, the complexity of your logistics increases. From inventory management to shipping and returns, managing it all in-house can quickly become overwhelming. This is where a strategic logistics partnership, such as with a 3PL (third-party logistics provider), becomes invaluable.

One of the easiest ways to do this is by partnering with a 3PL that specializes in your brand's industry. This allows you to tap into a wealth of experience, resources, and connections that would be difficult, if not impossible, to build on your own.

**BAGGU**

Baggu

Even with a strong DTC presence and loyal customer base, [Baggu](#) faced significant logistics challenges as demand for their iconic bags surged. Their original 3PL provider struggled to keep up, especially with the complexities of wholesale orders and kitting requirements. Fulfillment delays and communication breakdowns were impacting Baggu's ability to meet customer expectations.

In 2020, Baggu turned to Quiet for support. By partnering with us, Baggu was able to significantly improve its logistics operations:

Baggu's Results

- **99% of expedited orders shipped** on time during the peak holiday season.
- **Improved communication and collaboration**, with Baggu's team praising Quiet's responsiveness and hands-on approach.
- **Significant cost savings** and operational efficiencies.

"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

Key Steps to Optimizing DTC Logistics

To scale your DTC logistics effectively, you need to address key areas such as inventory management, shipping, order fulfillment, and returns. Quiet's advanced technology can help you optimize all these processes with actionable data insights.



Invest in Inventory Management

Inventory management is at the heart of your DTC logistics. As your business grows, it becomes more challenging to manage stock levels across multiple locations, especially if you're selling through different channels. That's where predictive tools and real-time data come in.

Practical Steps

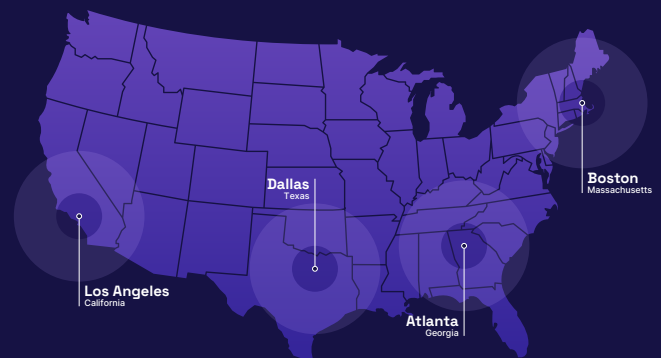
- **Implement a robust inventory management system** (IMS) that syncs across your DTC platform, your 3PL provider, and any other sales channels.
- **Regularly audit stock levels** to avoid stockouts or overstocking, which can lead to delays or increased storage costs.
- **Use forecasting tools** to predict demand and adjust inventory accordingly, especially during peak seasons.

How Quiet Can Help

Quiet's [Intelligent Inventory Management](#) solution takes the guesswork out of inventory optimization, **reducing your supply chain costs by 10-15% on average.**

Inventory that moves with you.

- ✓ Our 200,000+ sq ft warehouses are strategically placed in multiple metro areas across the US.
- ✓ Our data scientists dynamically monitor inventory levels to ensure the right products are in the right place throughout the network.
- ✓ We make sure to provide the most optimal (and cheapest) carrier for every delivery.



Unlock low-cost, reliable 1-2 day delivery service.



Optimize Your Shipping Process

Shipping is one of the highest costs in any DTC business. To scale efficiently, you need to ensure that your shipping methods are both cost-effective and fast.

Practical Steps

- **Choose the right shipping carriers:** Evaluate your shipping partners to ensure you're getting the best rates and delivery speeds.
- **Use multiple carriers** for different types of orders (e.g., small vs. large, expedited vs. standard), optimizing cost and delivery time.
- **Consider offering tiered shipping options** to your customers, allowing them to choose between faster, more expensive delivery or standard, more affordable options.

How Quiet Can Help

Quiet's [Edge Delivery Services](#) elevate your shipping efficiency across the entire process—from inbound transportation to last-mile delivery. Our consolidation network brings together volume from many brands, enabling us to offer highly efficient, low-cost delivery across the U.S. While we handle all the complexities of carrier negotiations, you can choose the service options that best fit your needs, ensuring your customers receive their products without compromising quality, accuracy, or speed.

“Transitioning to Quiet was a game-changer for us. We dramatically cut our typical order backlog to just a two-day turnaround this peak season.”

Kelli Royle, VP of Planning and Allocation, Todd Snyder

TODD SNYDER
NEW YORK



Streamline Order Fulfillment

Efficient fulfillment is critical for delivering on customer expectations while keeping operational costs low. As your DTC business scales, the need for a robust, adaptive, and highly efficient fulfillment process becomes more important. Your ability to fulfill customer demand quickly and accurately—and replenish stores or stock in a timely manner—can be the difference between sustained growth and stagnation.

Practical Steps

- **Automate your fulfillment processes** to reduce errors and speed up order processing.
- Use **distributed order management systems** to optimize the flow of orders from your online store to fulfillment centers.
- **Utilize multiple fulfillment locations** to reduce shipping times and costs by storing inventory closer to your customers.

How Quiet Can Help

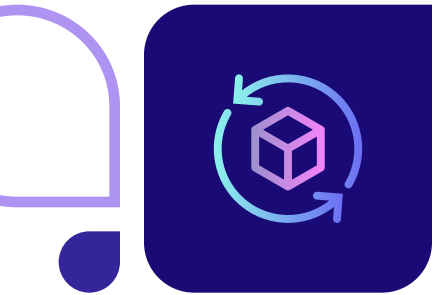
Quiet's [Edge Fulfillment network](#) offers a revolutionary approach to order fulfillment. Our solutions are **3X more efficient** than traditional fulfillment centers, allowing your business to scale quickly and cost-effectively. With Quiet, you get access to a suite of advanced logistics, inventory management, and fulfillment tools designed to drive competitive advantage and reduce costs.

“Peak season is no longer a panic. Now, nothing special is really done. We just work together with the forecast, make sure we are both comfortable with the numbers and do the job. Last holiday season, we met 99%+ SLAs and none of our staff were stuck doing fulfillment.”

Natalie Haines, Director of Supply Chain Operations and Logistics, Topsy Elves



tipsyelves



Simplify Returns Management

Returns are a significant part of the e-commerce business, and managing them effectively is essential to maintaining customer loyalty and profitability. While the average return rate for e-commerce is around 30%, compared to 8.89% for brick-and-mortar stores, having a streamlined, efficient returns management system (RMS) can help reduce costs and enhance customer satisfaction. A seamless returns process not only improves customer loyalty but also contributes to your bottom line.

Practical Steps

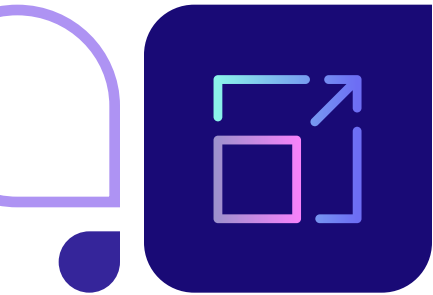
- Create a **clear and flexible returns policy** that is easy for customers to follow, ensuring a positive experience even with returns.
- Use **real-time inventory tracking** to manage returned stock and ensure items are quickly replenished and restocked.
- Consider offering **free return shipping** as it is a significant factor in customer satisfaction, with **79%** of consumers wanting it as part of the process.
- Offer **easy-to-print return labels** as **47%** of customers prefer them to streamline the returns process.

How Quiet Can Help

Quiet's Returns Management System (RMS) is designed to help businesses handle returns processing efficiently, restore products to first-quality condition, and quickly get returned goods back into inventory.

92%

of consumers will buy something again if returns are easy.



Maintain Scalability and Flexibility

As your business grows, your logistics and fulfillment needs will evolve. Whether you're facing seasonal spikes, entering new markets, or simply scaling operations to meet rising demand, it's crucial to have a partner who can adapt alongside you, offering the right tools and strategies to keep things running smoothly.

Practical Steps

- **Build flexibility into your operations** by partnering with a 3PL that can scale quickly to accommodate growth, seasonal demands, and market expansions.
- **Leverage data-driven insights** to optimize inventory and fulfillment strategies, ensuring that your operations remain efficient even as demand fluctuates.
- **Evaluate fulfillment network expansion** to ensure that you're ready to enter new markets without significant infrastructure investment.

How Quiet Can Help

At Quiet, we don't just ship boxes—we become your dedicated growth partner. Our goal is to anticipate your needs, solve your problems, and help you scale without compromising on your customer experience or peace of mind.

Our solutions are designed to adapt to your needs as your business grows, helping you meet demand without costly expansions or operational disruptions.

“We are still growing 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.”

Dylan Cortez, Operations Assistant, Baggu



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MARKETPLACES

Navigating the World of Marketplaces

Expanding beyond your direct-to-consumer (DTC) channel and wholesale partnerships opens up a new realm of possibilities: online marketplaces. These channels offer the potential to reach vast audiences, test new products, and expand your brand's presence with relatively low upfront investment. However, they also come with their own set of challenges, including increased competition, lower profit margins, and potentially less control over the customer experience.



Online Marketplaces

A World of Opportunity (and Competition)

Online marketplaces like [Amazon](#) and Walmart, and others have become dominant forces in the e-commerce landscape. They offer a massive built-in customer base, sophisticated search and discovery features, and established infrastructure for payments, shipping, and customer service. For brands, participating in these marketplaces can provide:

- **Vast Reach:** Marketplaces attract millions of shoppers daily, providing unparalleled exposure to potential customers who might not otherwise discover your brand.
- **Instant Credibility:** Listing your products on a reputable marketplace can lend credibility and trust to your brand, especially if you're relatively new to the e-commerce scene.
- **Simplified Logistics:** Many marketplaces offer fulfillment services (like [Fulfillment by Amazon](#), or FBA), handling storage, packing, and shipping on your behalf.
- **Testing New Markets:** Marketplaces can be a low-risk way to test new markets or product categories before investing heavily in your own DTC or wholesale channels.

However, the marketplace model also presents challenges:

- **Intense Competition:** You'll be competing with countless other sellers, often including established brands and those selling similar products at lower prices.
- **Fees and Commissions:** Marketplaces charge fees for listing, selling, and fulfilling products, which can significantly eat into your profit margins.
- **Limited Brand Control:** You'll have less control over your brand presentation, customer experience, and data on marketplaces compared to your DTC channel.
- **Dependence on the Platform:** Your success on a marketplace is tied to the platform's policies, algorithms, and overall performance, which can change unexpectedly.

Quiet's Streamlined Marketplace Fulfillment

By using Quiet as your central fulfillment hub, you can ensure consistent order processing, inventory management, and shipping across all your sales channels, including marketplaces. This allows you to:

- **Maintain Brand Consistency:** Ensure that all orders, whether from your website, wholesale partners, or marketplaces, meet your brand's quality standards for packaging and presentation.
- **Optimize Inventory:** Manage your inventory centrally through Quiet's systems, avoiding overselling or stockouts across different channels.
- **Streamline Operations:** Simplify your fulfillment processes by relying on Quiet's expertise and technology, freeing up your team to focus on other aspects of your business.

3

THE WHOLESALE ADVANTAGE

Building a Thriving Wholesale Business

Expanding your business into wholesale can unlock new growth opportunities by increasing your reach, diversifying revenue streams, and improving your cash flow. While your direct-to-consumer (DTC) channel plays a critical role in building your brand and fostering customer loyalty, wholesale allows you to scale quickly, reach larger audiences, and complement your DTC efforts in ways that drive long-term success.



Expanding Your Reach and Revenue Potential

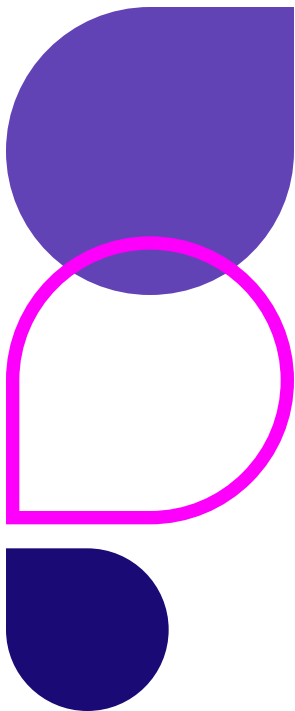
The wholesale channel offers several key advantages that can complement and enhance your DTC efforts:

Studies have shown that offering a curated selection of wholesale products can increase a retailer's overall sales by 15-25%.

- **Higher Sales Volume:** Wholesale orders are typically much larger than DTC orders, enabling you to move higher quantities of your product at once. This not only boosts revenue but also helps improve cash flow, as you're selling in bulk to retailers who cater to larger audiences.
- **Reduced Marketing Costs:** One of the most attractive aspects of wholesale is that your retail partners often take on the responsibility of marketing your product within their stores and across their own channels. This reduces your customer acquisition costs, allowing you to tap into their existing customer base and marketing efforts without the need to heavily invest in advertising for every sale.
- **Diversified Revenue Streams:** Relying solely on DTC can expose your business to volatility, especially during slow seasons. Wholesale diversifies your revenue streams, creating more stability and predictability. For retailers, having a strong wholesale brand in their mix can smooth out fluctuations in other product categories, making your offerings a reliable staple in their product lineup.
- **Increased Brand Visibility:** Wholesale channels allow your brand to be seen by broader audiences. Retailers will display and promote your products to their customer base, giving you more exposure and allowing you to reach new customers who may not have discovered your brand through DTC alone.

Why a Strong 3PL is Essential for Wholesale Success

Scaling your wholesale business can quickly become complex, especially when it comes to fulfillment. Supporting 1-2 retailers may be easy to handle at low volumes, but more retailers and higher volumes get exponentially harder. Managing large orders, meeting retailer-specific requirements, and ensuring timely delivery can be a significant challenge at scale. This is where a specialized fulfillment partner like Quiet can make all the difference.



- **Expertise in Wholesale Fulfillment:** Quiet understands the unique requirements of wholesale fulfillment, including retailer-specific routing guides, labeling requirements, and EDI compliance. Their experience in handling wholesale orders for brands like Baggu demonstrates their ability to navigate these complexities.
- **Scalable Infrastructure:** Quiet's extensive warehouse network and advanced technology can handle the fluctuating demands of wholesale, ensuring that you can meet your retailers' needs even during peak seasons.
- **Technology Solutions:** Quiet's technology provides the efficiency and the visibility into inventory allocation for specific sales channels needed to manage wholesale orders effectively.
- **Cost Optimization:** Quiet's expertise in areas like packaging optimization and carrier selection can help you reduce your wholesale fulfillment costs, improving your profitability.

Quiet's Wholesale Program: Partnering for Success

When you partner with Quiet, you gain a strategic fulfillment ally that can scale with you and optimize every aspect of your wholesale operations. From the complexities of compliance to the intricacies of large-scale order fulfillment, Quiet's comprehensive solutions ensure that your wholesale business runs efficiently and effectively.



Here's how Quiet empowers your wholesale business:

- **Efficient Order Fulfillment:** Quiet's in-depth knowledge of wholesale fulfillment means we can seamlessly handle the complexities of retailer-specific requirements, from routing guides to labeling and EDI compliance.
- **Customized Solutions for Retailers:** We cater to the specific needs of each retailer, ensuring compliance with their unique requirements and improving your chances of success in highly competitive markets.
- **Seamless Integration:** Our technology platform integrates with both your systems and your retailer's, providing seamless communication, real-time updates, and smooth coordination throughout the fulfillment process.
- **End-to-End Support:** From receiving the first order to managing inventory replenishment, Quiet provides end-to-end logistics support, helping you scale your wholesale operations with ease and reliability.

By choosing **Quiet** as your wholesale fulfillment partner, you ensure that your wholesale business is not only scalable and efficient but also adaptable to changing demands, market conditions, and retail requirements.

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BRICK-AND-MORTAR RETAIL ADVANTAGE

Expanding Your Brand's Reach

While e-commerce channels like direct-to-consumer (DTC) and marketplaces provide significant reach, **brick-and-mortar retail** offers a unique opportunity to build a physical presence, expand your brand's credibility, and access customers who prefer the in-store shopping experience. By partnering with established retailers or opening your own stores, you can strengthen your brand's position and create more touchpoints for customer engagement. However, entering the brick-and-mortar world also comes with challenges, such as higher upfront investment, inventory management complexities, and increased operational overhead.



Expanding Your Brand with Brick-and-Mortar Retail

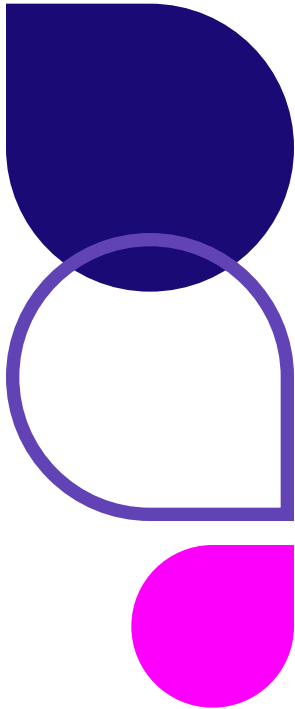
Brick-and-mortar retail offers several key benefits that complement your DTC and online strategies, including:



- **Increased Brand Visibility:** Having your products available in physical stores helps build brand recognition and trust, especially for customers who may not be familiar with your brand online. Your presence in well-established retailers gives you access to a broad customer base that might not discover you through digital channels alone.
- **A Tangible Customer Experience:** Physical stores allow customers to touch, feel, and try your products before purchasing. This can enhance the customer experience and foster stronger emotional connections to your brand. Offering exclusive in-store experiences, such as personalized styling or product demonstrations, helps differentiate your brand in a crowded market.
- **Stronger Brand Loyalty:** In-store presence can help deepen customer relationships by creating memorable experiences. Consumers who engage with your brand in-store may feel more loyal to it, and the opportunity to speak directly with knowledgeable staff fosters trust and satisfaction.
- **Expanded Reach and Distribution:** Brick-and-mortar retail offers the opportunity to scale your product's distribution without the need for costly online marketing campaigns. With strategic placement in high-traffic areas, your products can reach customers who prefer shopping in-store over online, while also benefiting from the foot traffic that established retailers provide.
- **New Revenue Streams:** By opening your own retail store or partnering with brick-and-mortar retailers, you gain access to additional revenue streams. Retail partnerships can provide steady sales volumes and reduce the unpredictability often associated with DTC channels.

The Challenges of Brick-and-Mortar Retail

While brick-and-mortar retail offers growth opportunities, it's important to understand and prepare for the challenges that come with operating in a physical retail environment:



- **High Upfront Investment:** Opening your own store or partnering with large retailers requires substantial capital for setup, including store design, inventory purchase, staffing, and rent. These costs can be prohibitive for smaller businesses without sufficient cash flow or access to funding.
- **Inventory Management Complexity:** Managing inventory across multiple locations is more complex than in e-commerce. Stockouts, overstocking, and distribution issues can arise when coordinating between retail stores and warehouses, affecting your ability to meet demand and optimize stock levels.
- **Store Operations and Staffing:** Managing physical stores requires dedicated personnel for customer service, inventory management, and day-to-day operations. If you are scaling quickly, this can lead to increased operational complexity and the need to invest in employee training and retention.
- **Retailer Requirements:** Working with established retailers comes with its own set of requirements, including vendor agreements, compliance with in-store branding guidelines, and coordination with in-store marketing campaigns. Ensuring that your products are well-represented and aligned with the retailer's expectations is essential for maintaining a successful retail relationship.

Quiet's Retail Solution: Simplifying Brick-and-Mortar Expansion

Whether you are selling through third-party retailers or managing your own stores, Quiet offers a full suite of services to streamline and support your brick-and-mortar retail operations. Our logistics solutions and expertise in multi-channel fulfillment help manage the complexities of inventory, shipping, and operations, ensuring that your retail expansion is efficient and cost-effective.



- **Centralized Inventory Management:** Quiet's inventory management system helps you track and manage inventory across different locations, making sure your products are always in stock and delivered on time. With a regional DC network, we keep stock levels low at stores and make it easy to quickly replenish, so you avoid losing inventory and improve cash flow.
- **Efficient Distribution and Fulfillment:** With our extensive network of warehouses and advanced logistics capabilities, Quiet can handle all aspects of your distribution and fulfillment, from receiving bulk orders to delivering stock to retail locations. Our **Edge Fulfillment Network** ensures that your products are stored close to high-traffic retail hubs, reducing shipping costs and improving delivery times.
- **Streamlined Compliance and Labeling:** Quiet ensures your products meet all necessary **retailer compliance requirements**, including labeling, packaging, and shipping specifications. By adhering to retailer guidelines and streamlining the logistics, we help your products reach the sales floor on time and in pristine condition.
- **Multi-Channel Integration:** Quiet's technology integrates seamlessly across your online, wholesale, and retail channels, allowing you to manage inventory, track sales, and optimize fulfillment from a single platform. This integration ensures that you have complete visibility into your retail operations, streamlining processes and minimizing operational inefficiencies.
- **Customer Experience Support:** Whether you are managing your own stores or selling through third-party retailers, Quiet ensures that your brand is represented consistently in every customer interaction. We assist with product presentation, packaging, and returns management to ensure a seamless experience for in-store customers.

By partnering with **Quiet** for your brick-and-mortar retail expansion, you can streamline inventory management, reduce operational complexity, and scale your physical presence efficiently. Whether you're working with large retailers or opening your own stores, Quiet ensures your retail operations run smoothly, allowing you to focus on growing your brand and creating exceptional customer experiences.

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GLOBAL EXPANSION

Taking Your Brand to International Markets

Expanding your brand globally offers immense growth potential, unlocking new customer bases, markets, and revenue streams. However, the logistics involved in international operations—ranging from managing cross-border shipments to complying with local regulations—can be challenging. By building a robust international fulfillment strategy, you can mitigate these challenges and capitalize on global opportunities.



Expanding Your Brand Globally: A World of Opportunity

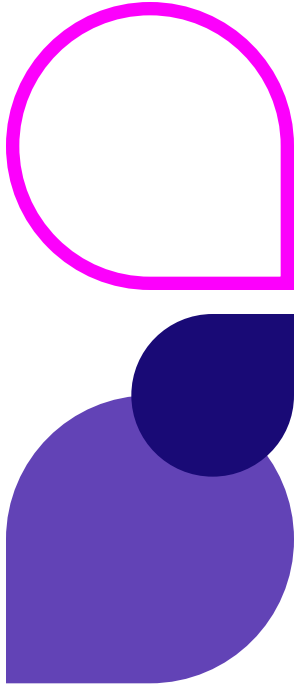
Global expansion provides several unique advantages, particularly in a world increasingly connected by e-commerce:

- **Access to New Markets:** Expanding internationally allows you to tap into rapidly growing markets, including those in emerging economies where e-commerce is seeing significant growth. This provides access to millions of potential customers and a chance to build your brand's global footprint.
- **Diversified Revenue Streams:** Operating in multiple countries or regions allows you to build a more resilient business, reducing your reliance on any single market. Global sales can help smooth out fluctuations from one market or region to another, especially during off-seasons or market slowdowns.
- **Competitive Advantage:** Being able to offer your products to international customers can give you a competitive edge, particularly if your brand is in demand but not readily available in certain regions. International markets can create an additional layer of prestige for your brand.
- **Increased Brand Recognition:** Expanding your reach beyond domestic borders not only increases revenue but also significantly improves your global brand recognition. The more markets you enter, the more exposure your brand receives on the world stage.



The Challenges of Global Expansion

While expanding globally opens many doors, it also comes with significant hurdles that must be overcome:



- **Complex Customs and Tariffs:** Each country has its own rules, taxes, and regulations when it comes to importing goods. Navigating this red tape can slow down operations and result in unexpected costs if not managed properly.
- **Local Compliance and Regulations:** Countries have different regulations regarding labeling, packaging, and product safety standards. Non-compliance with local laws can lead to penalties, delays, or even the inability to sell your products.
- **Shipping Costs and Delays:** International shipping can be expensive, and transit times can vary significantly depending on the destination. Managing logistics for cross-border fulfillment requires careful planning to ensure timely deliveries at a reasonable cost.
- **Cultural Differences and Customer Preferences:** Different markets have different tastes, preferences, and shopping habits. Understanding these cultural differences is essential to creating an effective marketing strategy and product offering tailored to each region.

How Quiet Helps with Global Expansion

At Quiet, we understand the complexities involved in international expansion. Our logistics expertise, advanced technology, and global network of fulfillment centers make entering new markets easier and more cost-effective. Here's how Quiet simplifies global expansion for your brand:

- **Global Shipping and Compliance:** Quiet offers global shipping solutions that help you navigate the complexities of **customs, tariffs, and regulatory compliance**. With our technology partners, customers can view the landed DDP (Delivered Duty Paid) cost upfront in the shopping cart, ensuring full transparency. Our team also ensures that your products meet local requirements and adhere to customs regulations, reducing delays and avoiding costly fines.



- **International Inventory Management:** Quiet's *global fulfillment network* includes strategically placed warehouses in key international markets, allowing us to store and distribute your products closer to your customers. By utilizing *multi-node inventory management*, we can help you minimize shipping costs and reduce transit times while maintaining inventory availability.
- **Efficient Global Shipping:** With *access to over 30 carrier partners worldwide*, Quiet selects the most efficient and cost-effective carriers for your international shipments, whether they are heading to Europe, Asia, or other regions. Our *zone skipping* and *cross-border shipping strategies* help optimize delivery times and reduce costs, ensuring that your products arrive quickly and reliably.
- **Seamless Integration with Your Systems:** Quiet's technology integrates seamlessly with your e-commerce platforms, enabling you to manage global inventory, track orders, and coordinate shipments across multiple regions. This centralized system gives you a clear view of your international sales and inventory, improving decision-making and operational efficiency.
- **Reverse Logistics for International Returns:** Managing returns is one of the more complex aspects of global expansion. Quiet's *international reverse logistics* system allows you to handle returns from international customers efficiently. We provide services such as *product restoration* and *reprocessing*, ensuring that your inventory is quickly restocked and ready for resale.
- **Scalability for Global Growth:** Quiet's international fulfillment infrastructure is designed to scale with your business. Whether you're expanding into new markets or experiencing increased demand in an existing market, we provide the flexibility to grow without the operational challenges of managing fulfillment in-house.

With **Quiet** as your partner, you can confidently expand your brand into global markets, optimizing logistics, reducing costs, and ensuring a smooth experience for international customers. Whether you're shipping to Europe, Asia, or beyond, Quiet helps you navigate the complexities of international e-commerce and grow your business globally.

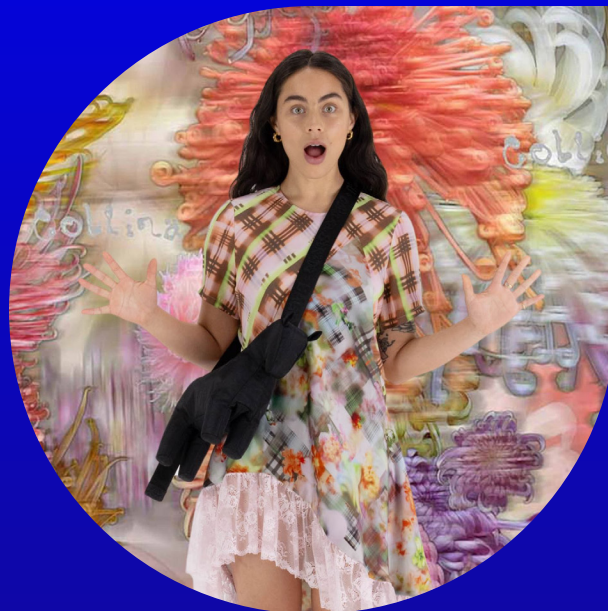
Baggu's International Success with Quiet

Quiet's partnership with Baggu exemplifies the power of a strong 3PL in supporting international growth. It isn't just about moving boxes—it's about leveraging expertise and technology to help brands thrive globally. Quiet is constantly hunting for ways to streamline operations, reduce costs, and unlock new growth opportunities for their partners.

Take EDI (Electronic Data Interchange), for example. Quiet 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, Quiet's international shipping solution. By significantly reducing shipping costs to Canada, Passport helped Baggu boost conversions in the Canadian market by a whopping 98%! This demonstrates how a strategic partnership can directly impact a brand's international success.

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



"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

THE QUIET ADVANTAGE

Partnering for Scalable Growth

In the competitive world of e-commerce, achieving growth without compromising quality, brand identity, or the customer experience is the ultimate challenge. That's where a strategic partnership with the right fulfillment provider becomes not just helpful, but essential.

At Quiet, we understand the unique challenges of scaling a high-growth e-commerce brand. We combine decades of retail expertise with cutting-edge logistics solutions, empowering brands like yours to expand seamlessly and efficiently.

We're not just a 3PL provider—we're your **growth partner**, your strategic ally, and a key differentiator that will set you apart in the crowded e-commerce space.



OUR CORE MISSION

Empowering Growth through Seamless Experiences

Our mission at Quiet is simple: to help you scale your brand by delivering exceptional post-purchase experiences that drive customer loyalty and fuel long-term growth.

The customer journey doesn't end when a purchase is made—it begins there. We specialize in transforming the post-purchase phase into a powerful engine for growth. With our expertise in fulfillment, packaging, returns management, and more, we ensure that each touchpoint reflects your brand's values and enhances the customer experience. The result? **Stronger customer retention, higher repeat sales, and accelerated revenue growth.**

OUR FOUNDATION

Powered by AEO's Legacy

What sets Quiet apart is our connection to AEO. This deep-rooted relationship gives us access to decades of retail excellence, vast infrastructure, and technology. More than just leveraging resources, we've adopted a culture of continuous improvement and operational rigor, adapting specifically for the needs of high-growth, high-touch brands like yours.

THE QUIET WAY

A Comprehensive Ecosystem for Growth

Quiet offers a comprehensive suite of services designed to support your brand at every stage of growth. From seamless integration across channels to data-driven insights that improve efficiency, we ensure you scale without the struggle. Here's how we help:

When you join our network, you're in good company.

AMERICAN EAGLE

aerie

TODD SNYDER
NEW YORK

VALUE- ADDED SERVICES

Elevating the Customer Experience

- **Premium Packaging Solutions:** We know that first impressions matter. Our premium packaging solutions make your unboxing experience unforgettable—whether it's custom boxes, personalized notes, or special inserts that align with your brand and delight customers.
- **Returns Management:** Returns are inevitable, but they don't have to be a hassle. Our **streamlined returns process** ensures efficiency, clear communication, and flexibility, turning potential pain points into opportunities to build trust and loyalty with your customers.
- **Robust Dropship Capabilities:** Expanding your product offerings with dropshipping has never been easier. Our **dropship program** eliminates the need for large upfront inventory investments while allowing you to reach new customers without managing stock.
- **Wholesale & Retail Fulfillment:** As your brand grows into wholesale and retail, we support your needs from **large wholesale orders** to **retail partner compliance**, ensuring a consistent brand experience across all channels.
- **Inventory Liquidation:** Managing slow-moving or seasonal inventory can be tough. We offer a **liquidation solution** to help you clear excess stock and recoup value—freeing up warehouse space and optimizing your operations.

When you join our network, you're in good company.

SATURDAYS
NEW YORK CITY

BAGGU

KITTY AND VIBE

SKI THE EAST



★ PERFECT MOMENT

KULE

OLIVER CABELL



tipsyelves®

lovepop®

pehr

Gelée

THE QUIET ADVANTAGE

Your Strategic Partner for Growth

Quiet's commitment to innovation, customer satisfaction, and industry expertise makes us the perfect partner to help high-growth brands thrive. Here's how we empower your business:

- **Scale Seamlessly:** Whether you're expanding into new markets or experiencing seasonal demand surges, our **scalable solutions** adapt to your evolving needs and support your growth at every stage.
- **Optimize Operations:** **Technology** and **data-driven insights** enable you to streamline fulfillment, reduce costs, and improve operational efficiency across your entire supply chain.
- **Elevate the Customer Experience:** From premium packaging to efficient returns, our focus on delivering superior **post-purchase experiences** builds stronger customer relationships, increasing loyalty and repeat business.
- **Expand Your Reach:** Our expertise in **international shipping**, **wholesale fulfillment**, and **dropshipping** opens up new avenues for growth, helping you reach new markets and diversify your revenue streams.
- **Focus on What You Do Best:** We take care of the complexities of fulfillment so you can focus on product innovation, marketing, and growing your brand.

Ready to unlock your brand's full potential? [Let's start a conversation](#). Together, we can scale your brand to new heights, without the struggle. With Quiet as your partner, you'll achieve the growth you've always envisioned.

When you join our network, you're in good company.

MACZOO

PROVEN

Tombolo

goumi

M.GEMI

ROSE INC

TROPIC
OF
C

THE SHIRT
ROCHELLE
BEHRENS