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## **Warehowz Launches Direct-to-Consumer Solution**

*D2C allows sellers to manage sales, view inventory and minimize costs, in one place*

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Richmond, Va. (Nov. 17, 2021) -- [Warehowz](#), a cloud-based, on-demand warehousing marketplace, has integrated a new direct-to-consumer (D2C) solution enabling businesses to deliver their goods into the hands of consumers faster than ever before, while managing costs and maintaining control.

Powered by [Etail Solutions](#), Warehowz D2C includes all essential functionality that enables both small and large brands to connect their sales channels - including online retailers, marketplaces, shopping cart platforms and more - into a single solution. This provides brands access to the largest network of 3PLs that are fully vetted for partnering on high value fulfillment projects.

“Retailers are facing increased pressure to deliver their goods into the hands of consumers faster than ever before, while managing costs,” said Darrell Jervey, founder and CEO of Warehowz. “This often requires placing goods as close to the end customer as possible, often through multiple fulfillment partners. It isn't easy to constantly find new warehouses, as well as manage costs, data, and inventory. This D2C solution gives sellers the flexibility to scale their warehouse network outside of large commitments and cumbersome contracting, all in one place.”

The Warehowz D2C functionality integrates all sales channels, enabling brands to handle the following tasks more easily:

- Manage orders from various channels in a single system
- View inventory across multiple warehouses and 3PLs
- Minimize costs by optimizing which locations to route orders from and how to ship most efficiently
- Leverage data to fuel profitability and growth, including strategic pricing decisions, purchasing and replenishment, planning and more

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The Warehowz D2C solution seamlessly integrates data from warehouse management systems (WMS), enterprise management systems (ERP) and more. This removes any barriers that sellers may experience with other solutions, which often require the removal of ingrained systems and the implementation of a new and costly proprietary solution. Brands can now accelerate and grow D2C within weeks – instead of months – while dramatically reducing the cost to access this type of functionality.

A recent McKinsey [survey](#) found that roughly 75 percent of apparel, hard goods, and specialty retailers intend to offer two-day or faster delivery by 2022. This is in response to 90 percent of U.S. online shoppers who expect free two- to three-day shipping, and they will shop elsewhere if retailers cannot meet this. Retailers must make tough decisions as they work toward improving delivery speeds, while staying profitable.

“In today’s economy, it’s all about speed,” added Jervey. “To effectively fill orders to the consumer’s satisfaction, a retailer may need as many as 10 warehouse locations to reach 80 percent of the U.S. population with 2-day delivery. Our D2C solution will help brands to maximize efficiencies by tapping into affordable, on-demand warehousing that connects them to the largest network of 3PLs and over 1,500 warehouses in all 50 states.”

The D2C solution will continue to leverage Warehowz’s easy and flexible process other customers rely on, including obtaining quotes on fulfillment projects within a few days, no hassle contracting and convenient payment between the seller and the 3PL.

### **About Warehowz:**

Warehowz's cloud-based marketplace connects warehouses with available space to companies in need of storage and fulfillment services. Its solution has a simple yet worthy goal of helping warehouses monetize their space by offering their services to high-quality tenants. Similarly, Warehowz partners with companies by helping them find the right warehouse space and services where they need it and when they need it - all while avoiding up-front costs and long-term commitments. For more information visit [www.warehowz.com](http://www.warehowz.com).

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