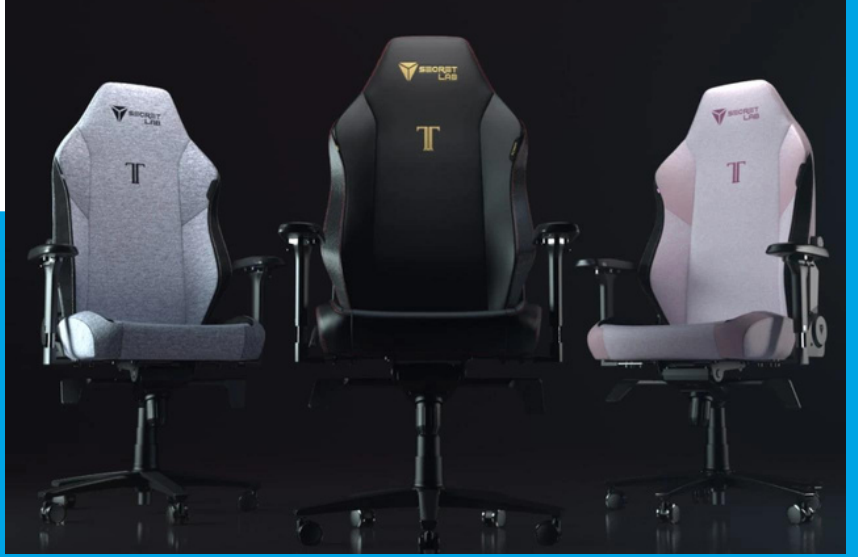


CASE STUDY: SECRETLAB AND THE NX GROUP



PROFILE: SECRETLAB

Launched in 2015, the idea for Secretlab sprang from a simple reason. Founders Mr Ian Ang and Mr Alaric Choo had become frustrated by their never-ending search for a gaming chair that they were satisfied with. So they decided to develop their own. They had big ambitions — to change the gaming chair industry with a seat that brought together gorgeous aesthetics with only the finest materials.

Today, the Secretlab 2022 Series is their most technologically advanced gaming chair to date, incorporating everything that they've learned over the years about what makes a supportive chair. But the growing team of engineers and researchers are never standing still — they're back in the lab, working to bring you tomorrow's ground breaking technologies, today.

Sold Internationally

With its HQ in Singapore, Secretlab has become the top choice for users in over 40 countries worldwide including; the United States, Canada, United Kingdom, Australia, Singapore and regions such as Europe and South-East Asia.

THE REQUIREMENTS

Secretlab needed a solution for its UK distribution which included warehousing, fulfilment and unusually sized parcel carrier services all within a specific service level requirement.

Warehousing

- Full quality inspection – ensuring goods are damage and defect free
- Kitting projects – de-kitting boxes or replacing parts
- Custom packing – for smaller chair parts
- Handle with care policy – delicate handling of goods
- Reverse logistics – to handle returns

Fulfilment

- Shopify API integration – Seamless data handling ensuring order and tracking numbers are reported efficiently
- Multiple last mile carrier options used
- 100% Same day dispatching to agreed service levels
- 100% of UK post code areas covered
- 98% Next day deliveries.
- B2B/B2C Fulfilment – covering the smaller B2C orders as well as larger B2B orders
- Pre-orders/backorders – fulfilling out of stock items once available
- Major Tournaments/Events – covering fulfilment of sponsorship to major gaming events
- Reverse logistics - Including quality checks and grading systems in place for returns
- Certified destruction processes for brand protection.

Contact our sales team on:

01604 217 855 or sales@thenxgroup.com

www.thenxgroup.com

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WHY DID SECRETLAB CHOOSE THE NX GROUP?

- **Relationship** - Secretlab consider a mutually beneficial relationship to be the cornerstone of contracting a 3PL
- **Flexibility** - The ability to react to sales and the ever changing requirements of Secretlab's growing business
- **Integration** - Removing manual administration – API integration with shopfronts and carriers alike = automation!
- **Speed** - Reaction times to issues and customer service requirements - constantly reviewed
- **Communication** – Key point of contact and the continuity of communication is key to understanding the business
- **Longevity** – The length of the relationship allows for investment and growth for both parties



We have been really impressed with The NX Group's flexibility, responsiveness and can do attitude. We believe that communication is key to understanding our business and its needs and NX has excelled in this. With the great partnership built between both parties, it enables us to deliver the service and high standards we require to our customers.

Jeremy Ng, Secretlab

THE SOLUTION

The NX Group proposed a bespoke solution for Secretlab to ensure that their specific needs were met. NX's solution included offering areas to accommodate bulk and single unit storage along with a dedicated contract packing and kitting area.

The bulk storage area allows for storage of solid SKU components in bulk inbound delivery cartons. The single unit storage is to hold stock of each replacement part and accessory SKU, which allows for speed of picking and assembly as required. Single units of chairs can then be replenished from the adjacent bulk storage unit and accessories from smaller SKU specific bins. Offering specific shelves and a packing area dedicated to Secretlab, the contract packing and kitting area ensures all product is stored and packed in the same area enabling efficiencies. The kitting area is also equipped with packing scanning terminals, which are used for verification of picked items before final packaging and automatic printing of final mile carrier labels.

The **flexible and 'can do'** attitude of the company and its employees guarantees the fulfilment and service level requirements are fully met, whilst **systems integration** ensures automation of order administration. NX's highly secure East Midlands hub is situated in an ideal **central location** for quick delivery to customers around the UK. The NX Group is also able to **accommodate growth** from Secretlab which allows for longevity of the relationship.

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