



RUSH ORDER
FLEXIBLE FULFILLMENT SOLUTIONS



Rush Order Helps Vogmask Scale-Up During a Pandemic



CLIENT PROFILE

First imagined by its founders in 2011, Vogmask creates a unique facemask to bring design and reusability to highly efficient air filtering.

THE PROBLEM

Poor air quality around the world and the COVID-19 pandemic significantly increased the demand for masks. Vogmask needed a partner that could help them scale up to meet that demand.

SOLUTION

Vogmask now relies on Rush Order for product fulfillment and to enable an amazing customer experience.

RESULTS

- Rapidly scaled up the processing of daily orders by 900%
- 92% customer satisfaction

Founded in 2011 by a mother and son team, Vogmask's mission has never changed. The company exists to give the world a mask that makes the wearer look great while providing protection from airborne particles. Their masks protect the wearer from particles such as PM 0.3, PM 2.5, PM 10, dust, allergens, post-combustion particles, germs, shavings, biologics, odors, scents, mold spores, particles in wildfire smoke, volcanic particulate pollution, and other airborne contaminants.

"We couldn't have gotten here without Rush Order. They are completely amazing. They've been an ideal third-party resource for us, especially as a small business that's growing rapidly."

Wendover Brown, Co-Founder

THE CHALLENGES

Vogmask's boutique-brand business model relies on third-party fulfillment to pick, pack, and ship mask orders. After several years of working with various warehouse and fulfillment companies, Vogmask set up their fulfillment center in a warehouse in San Francisco.

Things were fine at that warehouse for a few years. But then Vogmask's growth stressed the capacity of the warehouse. "Also, our warehouse was purchased by another company, so we had to relocate," explains co-founder Wendover Brown. "We quickly found an interim warehouse and fulfillment situation, but the cost structure didn't work for us. Fortunately, our FedEx account manager recommended we take a look at Rush Order."

In 2016, Wendover met with Rush Order representatives and quickly established a fulfillment agreement. Immediately after that, Vogmask transferred all its inventory to one of the nine Rush Order facilities.



THE SOLUTION

Having served clients that include Reebok, The North Face, Square, Williams-Sonoma, IBM, and Intel, Rush Order was well-positioned to take up the challenge that Vogmask presented. These brands, and many others, entrust Rush Order with their product fulfillment as well as with enabling an amazing customer experience through an extremely unique mix of solutions.

Fast forward to 2020. The U.S. faced an intense wildfire season along with the worldwide COVID-19 outbreak. "By the middle of June, along with the new mask requirements came a huge demand for our masks," shares Wendover. "We were completely overwhelmed. We couldn't keep masks in stock."

While Vogmask dealt with suppliers, Rush Order provided fulfillment services that went beyond picking, packing, and shipping. Rush Order migrated Vogmask's inventory from a small warehouse to a larger warehouse and assigned a highly experienced account manager to the team.

As the Vogmask business continued to grow, Rush Order swept orders from Vogmask's e-commerce website and shipped the masks and provided the customer with a tracking number. Wendover and her team were hands-off throughout this process.

Additionally, Rush Order provided an excellent experience for Vogmask's customers. Rush Order worked with Vogmask to develop an information intelligence bank for customer service so that Rush Order could efficiently respond to as many as 800 emails each day. On top of that, Rush Order implemented a live chat feature on Vogmask's website.

"Letting Rush Order handle our customer service was a game changer," says Wendover. "The growth in emails was too much for my staff to handle. While we still deal with emails that have technical questions, Rush Order takes care of the rest."



SCALING UP

With Rush Order's help, Vogmask was able to scale up the processing of daily orders by 900%. Wendover credits Rush Order with Vogmask's recent success.

"We couldn't have gotten here without Rush Order," admits Wendover. "They are completely amazing. We have a terrific account manager. And every little exception is handled, so we don't have to worry about anything falling through the cracks. All of the work that Rush Order does has given us the ability to pay more attention to growing the business, marketing, and financial planning."

92% CUSTOMER SATISFACTION

Communication is the key to top-notch customer satisfaction. "Our communication with Rush Order is outstanding," remarks Wendover. "We meet every single week so they can give us a snapshot of where they are, how many orders have shipped, how many customer service inquiries received and the type of issues resolved. Also, the customer service surveys they've conducted are 92% positive."



VOGMASK'S FUTURE

Wendover is grateful for all the services Rush Order has provided over the past few years. "I don't know how we would have been able to meet new demand without them," shares Wendover.

She also believes that Vogmask's future is a bright one. "Even after a COVID-19 vaccine is available and the pandemic is under control, we believe that there is a sustainable demand for our product," says Wendover. "Mask wearing has become normalized, and the public will continue to wear masks in places like crowded subways and airports, or when traveling in a city with poor air quality. As a market leader in the mask category, we expect that Rush Order will continue to grow with us."

To learn more, visit vogmask.com | Contact Rush Order: rushorder.com | sales@rushorder.com | +1 408 848 3525