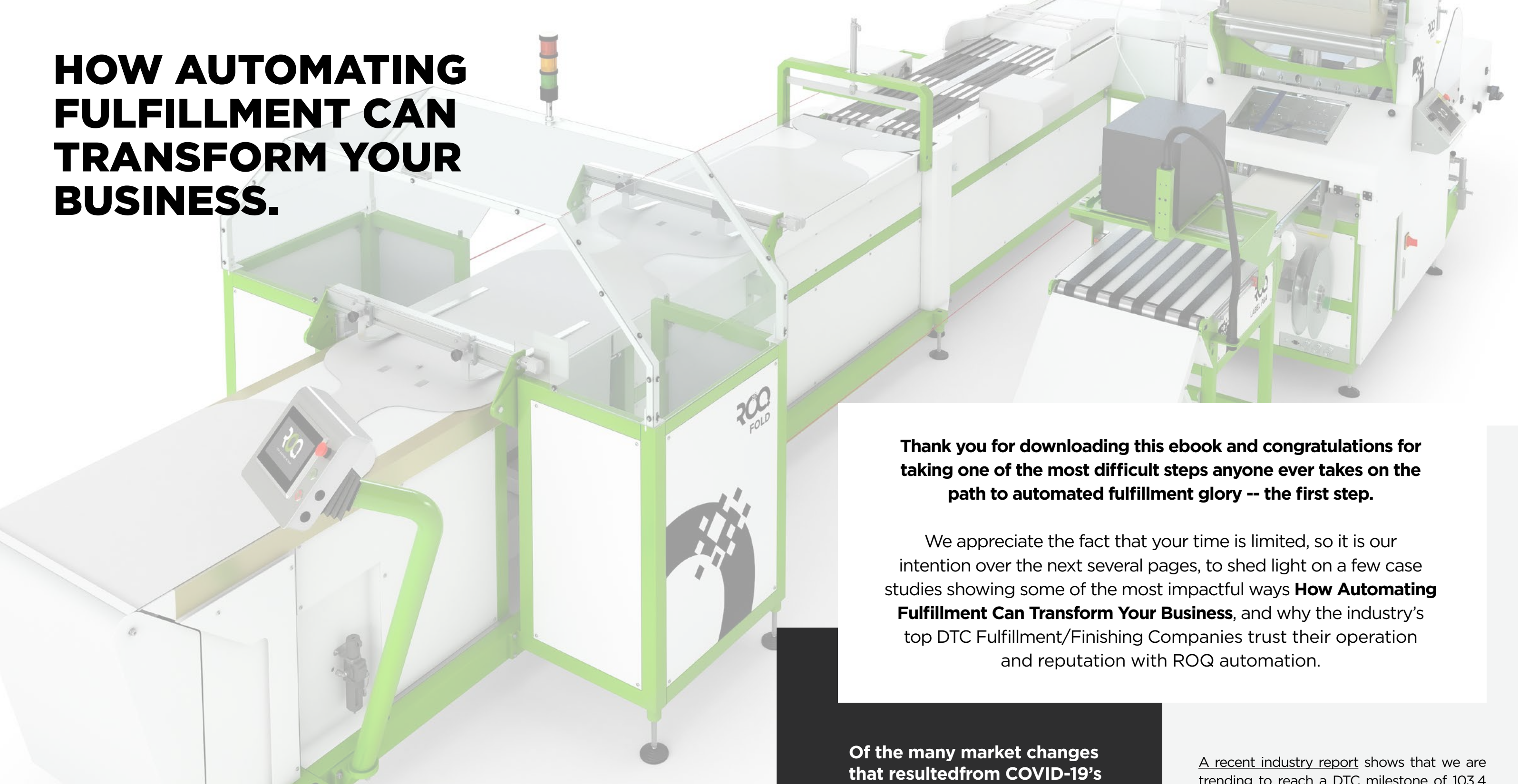




# HOW AUTOMATING FULFILLMENT CAN TRANSFORM YOUR BUSINESS



# HOW AUTOMATING FULFILLMENT CAN TRANSFORM YOUR BUSINESS.



**Thank you for downloading this ebook and congratulations for taking one of the most difficult steps anyone ever takes on the path to automated fulfillment glory -- the first step.**

We appreciate the fact that your time is limited, so it is our intention over the next several pages, to shed light on a few case studies showing some of the most impactful ways **How Automating Fulfillment Can Transform Your Business**, and why the industry's top DTC Fulfillment/Finishing Companies trust their operation and reputation with ROQ automation.

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**Of the many market changes that resulted from COVID-19's tipping domino, consumer behavior drastically shifted.**

*As we quickly adapted to the quarantine life, our attitudes and behavior towards the Direct to Consumer (DTC) approach of doing business significantly changed.*

A recent industry report shows that we are trending to reach a DTC milestone of 103.4 million ecommerce buyers by 2022.

Even before the pandemic rattled the world, DTC was on the rise. As research suggests, "...80% of marketers agree that DTCs impact their marketing and how they think about marketing..." In other words, as our world's connectivity has grown, our interactions with the world have become more intimate.



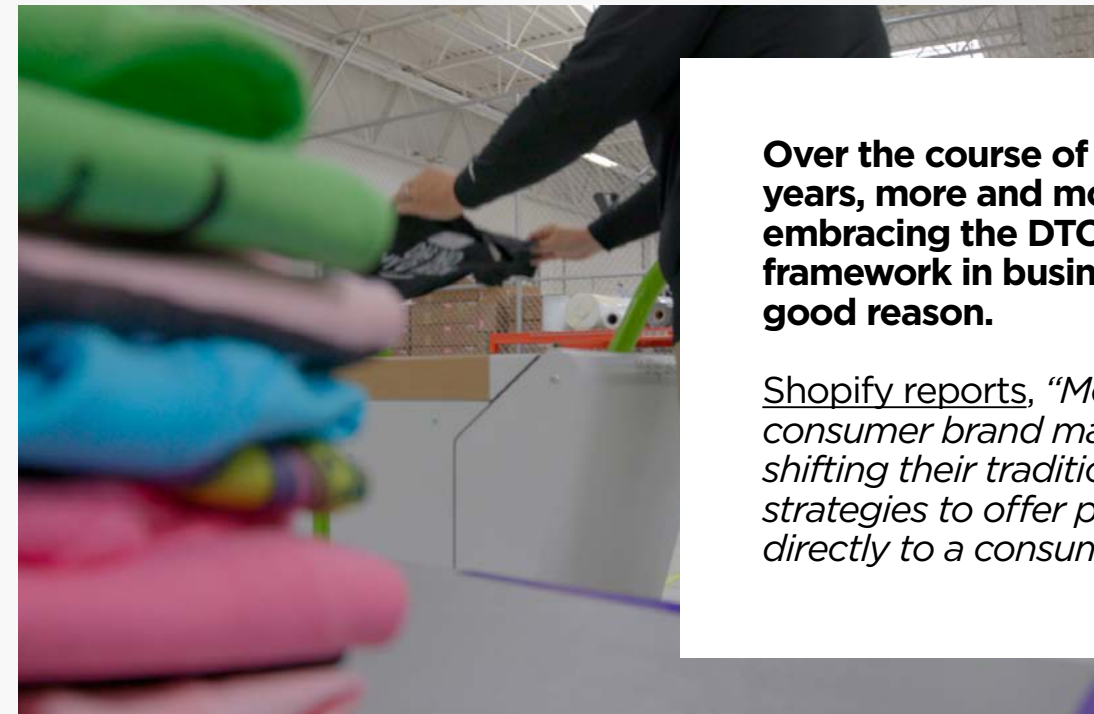


# HOW TO KEEP UP AND STAY RELEVANT IN THE GROWING DTC MARKET?

With McKinsey Quarterly illustrating, “10 years of [ecommerce] growth in a 3 month period,” it’s easy to see the writing on the wall that DTC is here to stay. We admire the fact that you demand the best experience for your future fulfillment customers.

But between the constant ebb and flow of staffing and desperately trying to keep up with delivering consistent quality on orders, your operators will quickly and inevitably get caught in what feels like a hopeless loop of backbreaking catch-up. We strongly believe that no one has to stay trapped in this painful cycle. We value your and your team’s time and wellness, which is why we’ve spent years of dedicated research and development to engineer an award-winning automated finishing suite to maximize your shipment efficiency by staggering figures.

# HOW ARE BUSINESSES CHANGING TO ADDRESS THESE MARKET TRENDS?



Over the course of the past several years, more and more people are embracing the DTC fulfillment framework in business, and for good reason.

Shopify reports, “More than half of consumer brand manufacturers are shifting their traditional retail strategies to offer products directly to a consumer.”

*“Great things are done by a series of small things brought together.” – Vincent Van Gough*

With the **ROQ FOLD, ROQ STACK, & ROQ PACK**, you’ll automatically produce between **650-1,000 garments expertly folded, stacked, and packed with top-shelf precision, ready to be delivered, every hour, without cause for fatigue or slowing down.**

Aside from the instant financial benefits automation brings, your team will love you from saving them from mindless, exhausting, and throttled repetition. And you’ll love that your team will be able to focus on those critical tasks that will keep reinforcing your customers’ love for your quality fulfillment services.

One of the biggest obstacles most businesses face is finding quality labor and retaining that quality labor long enough to expand effectively. We’ve heard it all from not being able to depend on staff to not being located in a mar-

ket for this type of work to not being able to expand because of seasonal turnover.

But picture what it could mean for your business if you didn’t have to concern yourself with fluctuating labor costs and potentially unreliable employees. And on top of that, having a machine that can perform at any hour of the day/night at a consistent accelerated rate, and do so with the dependable fulfillment and/or finishing quality you’re known for.

Instead of having a member of your staff folding, stacking, and packing for an entire day, imagine what it will do to your bottom line when your machine produces a similar amount, but does so **every hour**, and with consistent accuracy.





## CASE STUDY

# STAKES

MANUFACTURING

## STAKES MANUFACTURING

Stakes MFG is a Print-On-Demand (POD) DTC powerhouse. Headquartered in Ohio, Stakes MFG is partnered with the biggest names in sports, entertainment, and ecommerce.

A giant in the space, they produce one of the best custom DTC experiences with an intuitive system built to scale.



## FEATURED SUCCESS STORY:

Jed Seifert, Co-Founder, *Stakes Manufacturing*

### 1) How has automating your fulfillment finishing impacted your business?

It's enabled us to increase our efficiency and speed while decreasing employee headcount and labor costs.

### 2) What would you say to anyone who is on the fence about whether or when to automate?

In today's economy, hiring is the biggest challenge for most businesses. If you want to hire fewer people in fulfillment while increasing your output, then you should invest in this solution.

### 3) From your perspective, what sets ROQ automation apart from other manufacturers?

We haven't found anything else in the market that can automatically fold, bag in a polymailer, and print a shipping label in one machine. It's truly unique.

### 4) Any additional thoughts you'd like to share with other business owners and managers about fulfillment/automation?

Scaling fulfillment is labor intensive, costly, and challenging, especially during the peak holiday season. Investing in technology to streamline your business is necessary to grow efficiently and increase your profitability. **It's also just as important to invest in technology from companies like ROQ that you can rely on and trust will always be there to support your business' needs.**



## CASE STUDY

## KASTLFEL

Kastlfel is a direct-to-retail and direct-to-consumer apparel line that provides eco-friendly full package apparel solutions to several market verticals.

By manufacturing most of their own apparel, as well as printing, packing, and shipping directly to retail stores, wholesalers, and consumers, Kastlfel has established themselves as a leader in ethical sustainability.

Kastlfel



## FEATURED SUCCESS STORY:

Will Glennie, COO, *Kastfel & Ecocentric Brands*

### 1) How has automating your fulfillment finishing impacted your business?

The ROQ fulfillment system can easily replace at least 4 work stations doing the work of 4-5 people with 1-2, depending on how the shirts are coming off the FOLD's system. Its versatility to fold all types of apparel items on the fly allows us to use it for EVERYTHING that needs a fold in our fulfillment pipeline. If something needs to be folded in our shop, it goes through our ROQ folding system.

### 2) What would you say to anyone who is on the fence about whether or when to automate?

We all know it's been hard to find labor in this market and with the

ROQ FOLD, we have been able to move our best team members from folding garments to staging, shipping, and using our automated bar coding machines in order to get orders out the door with greater speed. We have also upgraded to the ROQ Barcode LABEL Printer which allows us to control and print barcodes for packaging with great speed.

### 3) From your perspective, what sets ROQ automation apart from other manufacturers?

It takes a lot of work and arrangement to get the right people, processes, systems and machinery, but now our fulfillment team can keep up with our growing business and busy print schedules with the **ROQ fulfillment system**

being a key part to that success.

### 4) Any additional thoughts you'd like to share with other business owners and managers about fulfillment/automation?

Though the ROQ FOLD can fold different sizes and types of garments on the fly, to maximize production, we typically try to stage orders by size and style so that changeovers can be minimized, this allows us to fold 700-800 per hour because we are folding 36-48+ of a size at a time vs 500-600 an hour if we were changing size and style more often.





# HARROW SPORTS

Harrow Sports is a behemoth manufacturer of specialty sports equipment and apparel. By focusing on customization, they command their top market share position in squash and field hockey in North America.



## FEATURED SUCCESS STORY:

Dave Jacobs, Owner, *Harrow Sports*

### 1) How has automating your fulfillment finishing impacted your business?

Put simply, it has lowered my overhead and increased my output. It has also allowed me to take on larger finishing projects that I don't think would have been possible with the current challenges in the labor market.

### 2) What would you say to anyone who is on the fence about whether or when to automate?

You need to closely evaluate what your labor is costing you. Don't think about just the wage of the laborer but also the management costs associated with finding, training, and retaining employees in today's market.

Consider what that will look like in 1 year, 3 years, and 5 years. Minimum wages are expanding in many areas, and a federal increase is on the horizon. Quality employees are going to expect quality wages which are becoming

ing rather expensive in many markets across North America. A machine alleviates a lot of these issues and likely you will find your machine payment is less or equal to the labor dollars you are spending. Your headache of managing the finishing will certainly be less.

### 3) From your perspective, what sets ROQ automation apart from other manufacturers?

The flat line design.

We print performance wear day-in and day-out. It just doesn't work properly on the competition's machines. I have a wide product line from sports bras to parkas and everything in between. I would face significant downtime and spoilage with the competition. There would also be a lot of items that I just wouldn't be able to fold and bag with a competitor's machine. **The ROQ line has been able to handle everything I have thrown at it.**

### 4) Any additional thoughts you'd like to share with other business owners and managers about fulfillment/automation?

I don't see the labor market improving this year and likely not in 2022 either. Wages are only going to go up moving forward. I feel the time to automate is now if you haven't been heading in that direction already. The ROQ line is the fastest ROI I have ever had and one of the best automation decisions that I have ever made. It has allowed me to free up not only my own time but the time of a lot of senior employees for more important tasks and projects. It is without question the biggest improvement I have made to our process since we went direct-to-screen in 2015. It felt like a no-brainer when I made the decision and my experience since then has 100% supported that feeling.



ADVERTISEMENT

## ROQ FOLD

FOLD Virtually Any Garment -- up to 750 Pieces per Hour // Servo-Driven Guides // Custom Recipe Setups



Learn More



## ROQ STACK

Full Conveyor Automatic Stop // STACK up to 800 Pieces per Hour // Optional 2,300 mm Conveyor Belt



Learn More



## ROQ PACK

PACK up to 1,200 Pieces per Hour // Minimal Human Touch // Single Operator Finishing



Learn More

Schedule a Visit with one of our Amazing Partners for an In-Person Operational Demo!

Click Here and Get Connected!



# Manual Fulfillment Is Slow, Labor-Intensive, and Extremely Costly

Your new ROQ FOLD, ROQ STACK, & ROQ PACK now comes with enough plastic for your first *10,000 expertly-packaged garments*. ROQ your customers' minds with the same unmatched quality & experience they've come to expect with your quality fulfillment with every delivery to remain competitive in the markets you want to grow in!

**Schedule Your Free In-Person Demo to Witness Your Future Savings in Action!**

Aside from the instant financial benefits automation brings, your team will love you from saving them from backbreaking, mindless, and exhausting repetition.

And you'll love that your team will be able to focus on those critical tasks that will keep reinforcing your customers' love for your quality fulfillment services.

Whether you're a standalone Direct-To-Consumer (DTC) Fulfillment Service or you're in charge of your company's Finishing Department, automating your finishing process exponentially increases your speed and volume to market and drastically reduces your labor needs.

With "...over 80% of consumers intending to purchase from a DTC brand by 2023," as this [study suggests](#), combined with the instantaneous personalization opportunities it offers, DTC business is positioned to skyrocket like never before.

**How much is manually FOLDing, STACKing, and PACKing costing your business every day? Every month? Every year?!**

**Find Out Here!**



**Listen & Subscribe to the ROQ Shop Talk Podcast**

**#ROQYourWay online at [roq.us](https://roq.us) or call 1-87-ROQ-IT-NOW (that's 877-674-8669).**

Want more great screenprinting videos and information? Follow ROQ.US on [social media](#) & [email](#) for the best insights and best practices in apparel.



## L CONFIGURATION

Cut shipping and storage costs further with the [ROQ STACK](#), which attaches to, and is controlled by, the [ROQ FOLD](#). By automating the stacking of your folded garments, up to 800 per hour, you'll eliminate unnecessary and costly unused space in your shipments, and you'll be able to monitor production while you slash your KPIs by determining the quantity of folded garments and the max height of your stacks!

## U CONFIGURATION

Boost productivity and save your hard-earned dollars by automatically folding over 650 garments per hour with the [ROQ FOLD](#) - any kind and shape of clothing such as t-shirts, sweatshirts, polos (short or long sleeves) trousers, skirts, dresses, etc.

And now, the [ROQ FOLD](#) comes with automated adjustments for sleeve and body folds pre-installed.



**Find Out Your ROI Here**

## T CONFIGURATION

And/or use it in conjunction between your [ROQ FOLD](#) AND [ROQ PACK](#) for a completely automated solution. Add the [ROQ PACK](#) modular packaging machine to professionally package up to 1,200 garments per hour without the burden of costly and needless labor and physical pain.

The effortless conveyor of the [ROQ STACK](#) can bring your folded and stacked garments directly into the [ROQ PACK](#) system to produce hundreds of packaged products every hour.



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YOUR PARTNER IN PRINT