

Teeing up for growth



Malbon X Kase

Rapid growth is a good problem to have. But, achieving rapid fulfillment is never easy. If your order fulfillment strategy can't keep up with your growth, it can mean costly delays and unhappy customers.

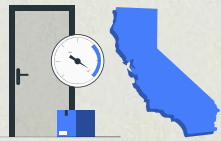
Outsourcing fulfillment to a 3PL partner can be a difficult decision. Some brands aren't sure they want to bring a partner in to run operations they've always kept in-house. Others aren't sure when the right time is to reach out.

When popular golf lifestyle brand Malbon's small but mighty team began to experience rapid growth, they knew they needed an experienced ecommerce partner who could unlock customized fulfillment operations and cater to their expanding retail footprint and online channels.

Thanks to their dynamic partnership with Kase, Malbon gained the following:



Scaled monthly order volume over 1400%



Seamless next-day delivery to CA via ground shipping



99% next-day shipping for all customers



Robust international expansion to 75+ countries



Malbon Golf: Revolutionizing golf gear

Founded in 2017 by LA entrepreneurial duo Stephen and Erica Malbon, the stylish golf apparel brand caters to a new wave of creative golf enthusiasts. People who engage in not just the game but the lifestyle—and want to look good while doing it.

Fresh off a new partnership with Australian professional golfer Jason Day, Malbon's unique style and relaxed fit have been striking up some polarized opinions on the vintage look. Either way, it's driving engagement around the LA-founded brand.

Malbon's fun style, streetwear, and collabs have caught the attention of musicians, actors, and celebrities alike. With support from names like Justin Bieber and Travis Scott, Malbon has quickly made a name for itself as a golf gear brand that's more than just functional—it's cool.

Their mission? **'To inspire today's youth to participate in the greatest game on Earth.'**



Malbon
JASON DAY for
U.S. Open



High-growth mode meets scalable fulfillment

Like many startups, Malbon began self-fulfilling their ecommerce orders to push their product out the door with complete control. However, as the brand continued to gain traction, they found themselves in need of an outsourced fulfillment solution to support their growing volume and retail initiatives.

With self-fulfillment pain still fresh, **Malbon had a few must-haves for their first 3PL partner:**



Timely and accurate inventory receiving



Stellar order and inventory accuracy



On-time fulfillment for their customers

Rewind the clock a few years: Malbon's President & COO, Bryant Knight, was introduced to another entrepreneur, Jesse Kaufman, who was working on a fulfillment software solution. Enter Kase. Both businesses grew successfully. When Malbon was ready to outsource operations to a 3PL, Bryant reached out to Jesse to discuss their needs.

"It was an easy decision to work with someone we knew and trusted," said Knight. "I found the Kase WMS to have a more modern, tech-forward approach than some of the 3PLs I had worked with previously."

With a partnership built on trust, the Malbon and Kase teams work closely together to optimize operations on the ground, build out standard operating procedures, and integrate new technologies.

"Kase has been a great partner. They've supported our brand from the startup days to the high-growth mode that we're in right now," said Knight. "Our Director of Operations and customer service team works directly with the Kase team. All of our departments are tightly linked and we're constantly working on optimizing our operation to meet our growing demand."



Kase has been a great partner. They've supported our brand from the startup days to the high-growth mode that we're in right now.



Bryant Knight
President & COO at Malbon

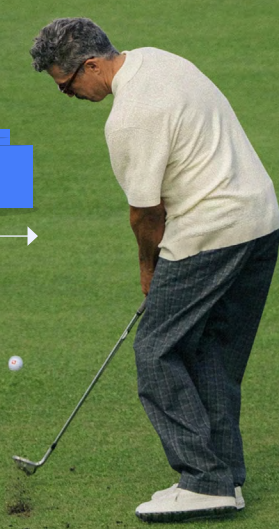
The Results

1400%

increase in monthly order volume



In less than six years, Malbon has scaled their order volume to well over tens of thousand of orders per month—with Kase supporting every step of the way.



Acing modern fulfillment

Delivering on and off the course

With a dense customer base in California and a streamlined operation in Kase's 36,190 square foot, multiclient West Coast facility, Malbon's CA customers receive their orders the next day with ground shipping, boosting satisfaction. No matter where Malbon's DTC orders go, **over 99% of them ship within 24 hours with Kase.**

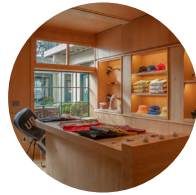
For their community that prefers an in-store experience, Malbon leverages Kase to keep their retail stores fully stocked in SOHO (NYC), Los Angeles' Melrose Place, Carmel By The Sea (CA), and Miami's Coconut Grove.



New York City



Los Angeles



California



Miami



Unlocking seamless integration & customer-first fulfillment

Whether a brand is selling across multiple channels or using other tech platforms to boost efficiency, the right 3PL will provide them with native integrations to enable a streamlined ecosystem and seamless data-sharing.

"We know that modern ecommerce brands need technology that allows them to sell wherever their customers are, which is why we built Kase with ultimate connectivity in mind," says Jesse Kaufman, Founder & CEO of Shipping Tree. "The Kase API unlocks seamless integration with the modern ecosystem, including Shopify Plus and popular ERP systems."

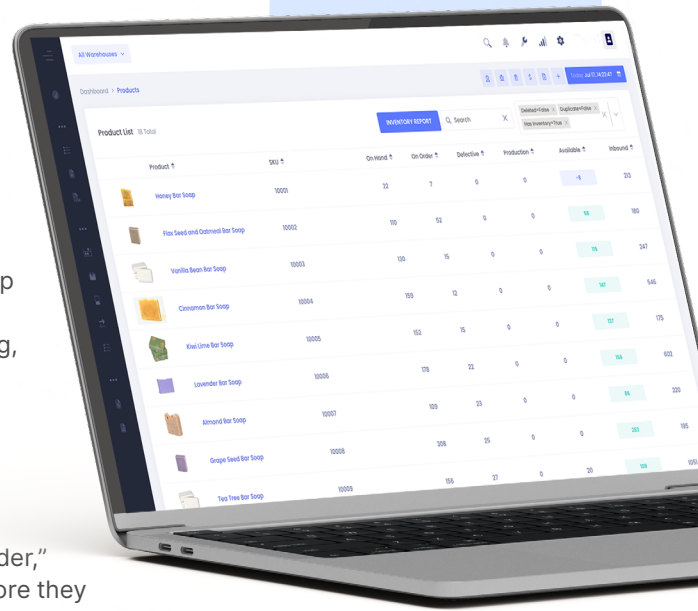
Malbon takes advantage of Kase's easy integration with Shopify and open API, enabling them to move ERP systems and update their fulfillment tech stack, hassle-free.

Plus, the Kase fulfillment team on the ground is in constant communication with Malbon to ensure technology and operations are running smoothly.

"When orders scale it's up to our team to meet demand. We work directly with Malbon's Director of Operations to understand their seasonal roadmap and prepare for increased order volume. Our goal is to get orders out to Malbon customers as timely and efficiently as possible," says Sokvy Heang, Kase's Cypress CA facility manager.

Additionally, Kase's real-time order visibility has unlocked unprecedented insight and control for Malbon's customer service team, bolstering higher inventory accuracy rates and happier customers.

"The Kase platform allows us to know exactly what's happening with an order," says Knight. "Our customer service team can amend or update orders before they ship, and pull tracking information for our customers."



“The Kase platform allows us to know exactly what’s happening with an order.

Linking with Loop for seamless returns management

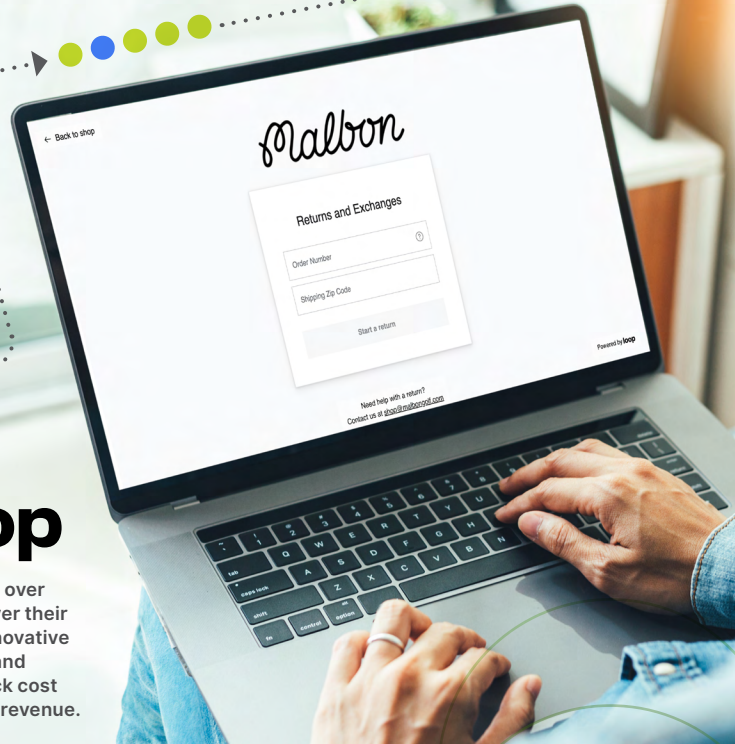
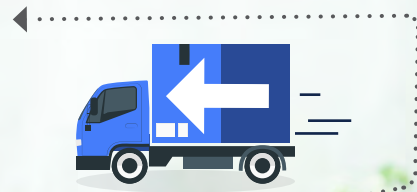
Malbon works hand in hand with Kase's operations team on the ground to develop a returns process that includes centralized returns reception, detailed inspection, sorting, and resale processing.

Meanwhile, the Kase technology syncs directly with Malbon's Loop Returns account, enabling customers to easily self-service returns.

"For apparel brands, effective returns management is no longer optional—it's an integral part of the customer experience and it can determine whether or not a customer will return in the future," says Kaufman. **"It's why we've made integrating with intuitive returns technology like Loop a priority."**



Loop is the leading post-purchase platform that empowers over 4,000 of the world's most loved brands like Malbon to deliver their ideal returns and reverse logistics experience. Through innovative features like Instant Exchanges, Shop Now, Bonus Credit, and Workflows, Loop helps brands personalize returns to unlock cost savings, increase customer lifetime value, and retain more revenue.



Rapid international growth = rapid international fulfillment

Global expansion is an incredible opportunity for brands to expand their reach and increase their customer base, as long as they can streamline the process and remain profitable. Kase's comprehensive international fulfillment ensures orders reach customers across the globe—efficiently and accurately.

Malbon has unlocked international shipping in over **75 different countries** with help from Kase's international shipping expertise:

- ✓ Customized, prioritized batching
- ✓ Streamlined shipping configuration
- ✓ Automated and on-demand reporting
- ✓ Relationships with major international carriers including DHL, USPS, FedEx, UPS and Global-E

"We're one of the top golf brands on the apparel side in Korea," says Bryant. "We have multiple flagship stores and presence in over 40 Korean department stores."



Playing the long game

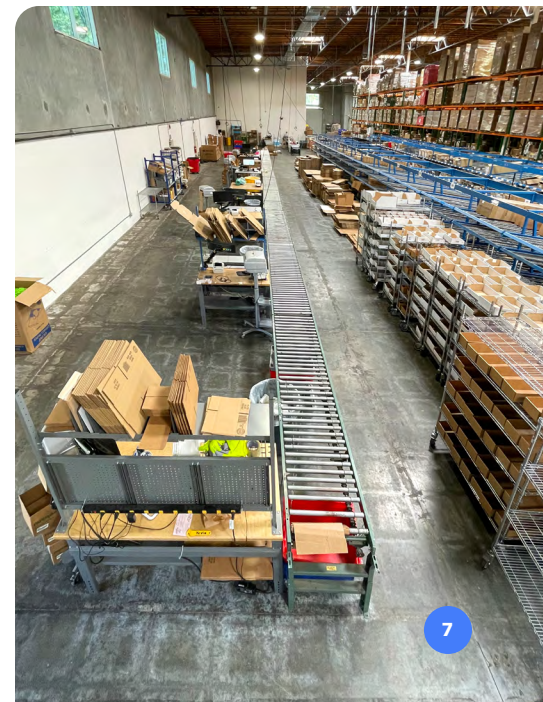
What's next for Malbon?

The apparel brand is continuing to lean into their creative, fun approach to an industry that has been coined the opposite. Catering to professional golfers and enthusiasts alike, expect to see them more—they recently struck up deals with professional golfers Charley Hull, Jeongeun Lee (Lee6), and Jesper Parnevik as well as partnerships with Nike, the LA Rams, and Footjoy.

On the logistics side of things, Malbon plans to leverage Kase and its new parent company WSI to bolster their international presence, continue to expand their retail footprint, and develop custom projects like kitting and bundling influencer boxes.



We're excited to expand the Malbon footprint with Kase as we become more sophisticated with our logistics needs," says Knight.





About Kase

Founded in 2015, Kase is a nationwide provider of cloud-based logistics and ecommerce fulfillment services for consumer product companies around the world. We have built our own industry-leading WMS which provides lot tracking, expiry date management, inventory management and rate shopping across all courier companies to fully optimize ecommerce logistics.

By streamlining vital operations of global supply chain service providers and seamlessly integrating with major online shopping carts, Kase is truly the one-stop shop for ecommerce logistics and fulfillment. In 2024, Kase was acquired by WSI (Warehouse Specialists, LLC) to support its ecommerce growth. The WSI acquisition adds fulfillment centers in Dallas (TX), Chicago (IL) and Allentown (PA).

kase.com

