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Ingram Micro Commerce & Fulfillment Positioned to Support Rapidly Growing Trend in Subscription Box Services

Fulfills 1.3M Orders for The Beard Club To-Date

IRVINE, Calif.--(BUSINESS WIRE)-- Ingram Micro Commerce & Fulfillment, a strategic business unit of Ingram Micro Inc., today announced another milestone in helping businesses capitalize on one of today's fastest growing commerce trends: online subscription box services. Ingram Micro Commerce & Fulfillment has processed and shipped more than 1.3M orders for The Beard Club, a leading global provider of men's subscription grooming products.

In 2015, The Beard Club recognized the critical need for a 3PL partner that could scale with its rapidly growing customer base and support on-demand kitting services. Based on its expertise in kitting and ecommerce order fulfillment, as well as its ability to support turn-key integrations to platforms like Shopify, The Beard Club selected Ingram Micro Commerce & Fulfillment to support the provider's subscription commerce order fulfillment.

From a logistics perspective, The Beard Club differs from standard subscription commerce models by offering customized monthly subscription plans that allow subscribers to hand-select products on a personalized basis. Although customization programs are generally met with greater market appeal and demand, aligning fulfillment operations with customer loyalty can be a complex process requiring a critical 3PL partner like Ingram Micro for global fulfillment and commerce solutions.

"Consumers want to buy products customized to their specific needs that are unavailable or difficult to obtain some other way," said Brett Anderson, chief operating officer, The Beard Club. "Ingram Micro Commerce & Fulfillment enables us to deliver a scalable personalized offering. Our customers love our subscription service and partnering with Ingram Micro helps us ensure we fulfill their varying requirements on time and accurately. Our ability to rapidly grow the business is a testament to the success of The Beard Club, and Ingram Micro supports our extremely high volumes of custom kitted orders. Partnering with Ingram Micro Commerce & Fulfillment has been an important key to our success."

In addition to leveraging a global order fulfillment solution, The Beard Club relies on Ingram Micro's Commerce Platform for order management, multi-carrier small parcel management and to oversee highly variable, high-volume custom kitting requirements. The Platform is pre-integrated with major carriers like DHL, Fedex, UPS and USPS, allowing the best shipping option to be selected for each unique shipment in real-time and keeping transportation costs as low as possible. In under two years, Ingram Micro Commerce & Fulfillment has shipped over 1.3M orders (3.2M+ products) to The Beard Club customers across the U.S. and Canada.

“We are proud to be an integral part of The Beard Club’s success,” said Phil Guindi, vice president of product at Ingram Micro Commerce & Fulfillment. “Our global offerings are positioned to support an increasing demand for personalization in the Subscription Commerce market and our unparalleled infrastructure helps businesses of all types capitalize on the rapidly growing ecommerce market. The Beard Club is a clear front runner in meeting demand for personalization, and we look forward to helping them exceed their already impressive growth objectives.”

About Ingram Micro Commerce & Fulfillment

Ingram Micro Commerce & Fulfillment offers unrivaled global infrastructure and technology to propel the growth of brands and retailers around the world. Powered by award-winning technology and the scale of Ingram Micro's global distribution network, Ingram Micro Commerce & Fulfillment provides mid-market and enterprise solutions for the future of global commerce and delivers exceptional experiences every order, every time, every day. Find more at www.ingrammicrocommerce.com.

About Ingram Micro Inc.

Ingram Micro helps businesses Realize the Promise of Technology™. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships all set Ingram Micro apart and ahead. Find more at www.ingrammicro.com.

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