

Thane UK



“Since moving to Whistl we have not looked back”

Thane UK is one of the country's leading direct to consumer businesses, providing the latest innovative home, fitness and beauty products from across the globe.

Thane experienced operational challenges during the pandemic. Their main objective was to expand into a larger warehouse to increase Thane Direct business, increase operating hours and deliveries to customers.

Whistl were able to provide 7 day a week pick and pack service with longer processing days to enable Thane to increase their cut off times for next day orders by 3 hours per day. Sam Dooley at Thane explains, “They have **robust relationships with carriers and ensure all parcels are dispatched to vehicles on time**. Whistl have assisted us in being able to expand our presence on Amazon through seller fulfilled prime and increase drop ship capabilities to major retailers”.

Cut off times for next day delivery improved, space for stock storage increased, more efficient service offered, better business performance and service levels to customers with strong reporting.

“Moving our warehouse **operation was seamless**, the Whistl Team were able to assist us with the move, systems were setup and integrations complete on time for successful launch, with no break in operational activity. **The team manage our account exceptionally** and are a true extension of our business. We could not ask for a better business partner.”

Sam Dooley, Operations Director (Thane)

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