



Whistl Case study

Fulfilment

Whistl provides Yoto with a flexible and dynamic fulfilment solution



About Yoto: Yoto was formed in 2017 by Ben and Filip, both with young families and committed to empowering children with the magic of storytelling. Yoto's screen-free audio players let kids listen, learn and play at their own pace.

The Yoto Player was launched in 2020, and quickly found a home on play mats, bedside tables and kitchen counters. The third generation Yoto Player was introduced earlier this year. The Yoto Mini is a portable player launched in 2021.

Challenge: Yoto's been successful for many years with offices in London, New York, and a team in France. Their sales doubled every year, and their Yoto Player was ranked as one of Time Magazine's Top 100 inventions in 2020. As Yoto's volume increased, they needed a reliable logistics partner to respond to their growing demands. With a view to scale and innovate Yoto needed to access various carriers and postal services.

Solution: Since taking over Yoto's UK fulfilment in late 2022, Whistl has responded with a **flexible, dynamic solution** based on almost-daily improvement and innovation. **Whistl Fulfilment Solutions** provides storage, pick, pack, and distribution to Yoto. We receive their stock directly from the manufacturers, store their product, manage the inventory, ship to consumers, retailers and wholesaler; we hold around 1M units of stock.



Like most tech start-ups, fulfilment was handled in-house until the volumes began to ramp up. We switched to Whistl at a particularly challenging time of year – October 2022, with the peak sales period nearly upon us – for the **size and scope** it could offer.

We needed **scale and innovation**, access to post as well as carriers, and **economies of scale**. There were cheaper 3PL companies out there, but their offerings weren't as robust or didn't have the scope of Whistl's solution.

Whistl **got us through peak** with an interim solution, then put in place a more permanent arrangement of racking/ binning once they knew their way round our inventory and requirements.

Their approach to any issues we may have is great, and we are now engaged in what I call 'unheralded' work to try and be **even more efficient**: more compact packaging to minimise cardboard, trying to improve picking times, switching to sea freight rather than air.

They totally buy into the process of 'establish, improve, evaluate'.

Alex Lainé,
Operations Director at Yoto



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