

From Scepticism to Savings: How Cosatto Unlocked Value With ERA

“ We thought we were already buying well. But their approach really impressed us. They never pushed, just brought smart options and clear market insight. The improvements we achieved with our existing suppliers are things we simply wouldn't have secured ourselves. ”

COSATTO
clever stuff for happy babies

JAMES PHILLIPS, MANAGING DIRECTOR AT COSATTO



Annual savings



The client

Cosatto Limited is known for its vibrant, design-led prams and nursery products - bright, bold, and instantly recognisable.

Behind the colourful brand is a growing business keen to keep buying smartly while maintaining strong relationships with existing suppliers.

The challenge

When James Phillips, Managing Director at Cosatto met with Steve Vare, Client Relationship Manager at ERA Group he was open to talking - but also a bit sceptical. He believed the business was already purchasing well and questioned whether outside support could make a difference.

Cosatto wasn't facing supplier problems. What they did want was clarity: Could they buy better? Could they secure improved terms? Could they benchmark their costs without disrupting their existing suppliers? That's where ERA stepped in.

The result

Over more than two years, ERA built a genuine partnership with Cosatto - one grounded in trust, transparency and no pressure.

Rather than pushing changes, ERA presented clear options, allowing the Cosatto team to make informed, strategic decisions whilst staying in full control. In several categories, including packaging, outbound logistics and insurance, ERA used its wider market knowledge and buying leverage to show what "good" really looks like. This helped Cosatto receive improved terms while maintaining the suppliers they already liked working with.

Some areas, such as merchant fees and sea freight, were reviewed but not progressed. True to ERA's approach, nothing was forced. If it didn't make sense for Cosatto, it simply didn't move forward.

