CASE STUDY · PERSONALIZED GIFTS

# Catch Creations Cut About $30,000 a Month From Fulfillment at Nearly 100,000 Orders a Month

A personalized-gift brand shipping close to 100,000 orders a month and spending about $500,000 a month on shipping and fulfillment came back to 3PL Bridge for its next 3PL decision. The New Jersey partner it chose cut parcel and pick-and-pack costs 6%, about $30,000 a month.

**About $360K a year saved**

## AT A GLANCE

| | |
|---|---|
| **Company** | Catch Creations, personalized gifts |
| **Volume** | About 98,000 orders a month |
| **Spend** | About $500,000 a month on shipping and fulfillment |
| **Relationship** | 3PL Bridge client for five years |
| **Region** | New Jersey / Northeast |
| **Timeline** | March to September 2025, NDA to executed contract |

## BY THE NUMBERS

**~$30K**
saved every month

**6%**
lower parcel and pick-and-pack cost

**~98,000**
orders a month

## Background

Catch Creations sells personalized gifts at real scale: close to 100,000 orders a month, with shipping and fulfillment running about half a million dollars a month. At that volume, a few cents per order is a six-figure number by the end of the year.

Catch Creations has worked with 3PL Bridge for five years. When it was time to look at its fulfillment again, the team came back to us instead of running a search alone.

## The challenge

Personalized products add steps that generic fulfillment does not have: orders carry custom details that have to flow cleanly from the storefront to the warehouse floor, and gifting volume concentrates hard around the holidays. The brand needed lower cost per order without risking accuracy or peak-season capacity.

At this spend, parcel matters as much as handling. A 3PL with a low pick fee and weak carrier rates can still be the most expensive option once real shipments are priced.

## What mattered most: Catch Creations' Decision-Making Criteria

Every 3PL Bridge evaluation starts by turning the team's pain points into weighted Decision-Making Criteria. Operators are then qualified and compared against those criteria, not against a generic checklist. These are the criteria that shaped Catch Creations' decision.

| Criterion | What it meant for this brand | Importance |
|---|---|---|
| **Total cost per order, parcel included** | Handling and postage priced together on real shipment history. | ●●●●● 5/5 |
| **Peak capacity** | Labor and space to absorb holiday gifting spikes without slipping. | ●●●●● 5/5 |
| **Order data integration** | Personalization details flowing from storefront to floor without manual rework. | ●●●●○ 4/5 |
| **Accuracy at volume** | Measured accuracy at nearly 100,000 orders a month. | ●●●●○ 4/5 |
| **Proven operator** | References from current clients at similar scale. | ●●●●○ 4/5 |
| **Northeast reach** | Fast ground transit to the brand's largest customer regions. | ●●●○○ 3/5 |

Importance on a 1 to 5 scale, where 5 could decide the outcome on its own.

## How the evaluation worked

After an NDA, the brand shared SKU dimensions and weights plus 30 days of shipping history, and every operator priced the same real shipments rather than a sample order. That let parcel and pick-and-pack be compared together, which is where the savings at this volume actually come from.

The field narrowed to three finalists. The brand's CEO joined the decision calls, the team checked references with the leading operator's current clients, and leadership toured the facility before negotiating final terms. The contract was executed after redlines and integration planning were complete.

## The result

The New Jersey partner cut parcel and pick-and-pack costs 6% on the same volume. On roughly $500,000 a month of spend, that is about $30,000 a month, or about $360,000 a year.

## What other brands can take from this

- At high volume, price parcel and handling together. A small percentage on total spend outweighs a big discount on a single line item.
- Give every operator the same real shipment file. Sample-order pricing hides the fees that matter.
- Check references with current clients at your scale before you sign.

## Questions brands ask

**How much can a high-volume brand save by switching 3PLs?**

Catch Creations, shipping about 98,000 orders a month, cut parcel and pick-and-pack costs 6%, about $30,000 a month or $360,000 a year, by having finalists price the same real shipment history.

**Should parcel rates be part of a 3PL comparison?**

Yes. At Catch Creations' volume, carrier rates and handling fees were evaluated together, because a low pick fee can be erased by weaker parcel pricing.

Written by 3PL Bridge with Catch Creations' approval. Operator names are kept private. Published November 2026.

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