

Vetnique accelerates delivery of products to Amazon

Headquarters	Naperville, IL
SKUs	68
Marketplaces	Amazon, Chewy, Walmart, Petsmart, Petco, & 5 more
Industry	Pet supplies
Website	vetnique.com

As a veterinarian-founded company, Vetnique genuinely understands the health needs of pets better than anyone. With their veterinary expertise, they offer unique solutions to everyday problems facing pet families. Vetnique’s team of experts continues to grow their “nose-to-tail” pet health portfolio, including products for digestion, anal glands, pet ear care, skin and coat health, joint health, and more.

Vetnique’s biggest distribution channel is ecommerce, although they also use retail and veterinarian distributors, and their largest channel is Amazon. Prior to partnering with Pattern, Vetnique handled all of their prep and distribution from their own warehouse. However, they had to start manually splitting shipments and paying for less-than-truckload (LTL) shipments in order to avoid Amazon’s inbound placement fees. While the Vetnique Fulfillment team was managing in this new paradigm, they experienced frustrating delays getting their shipments checked in at Amazon fulfillment centers.



KEY RESULTS

7 DAYS on average from shipment arrival at Pattern to full receipt by Amazon

▶ **3 DAYS** for Pattern to receive, process, and ship units

▶ **4 DAYS** for transit and Amazon delivery appointments

539,488 UNITS processed and shipped FBA YTD

Challenges

- Difficult to get Amazon delivery appointments in a timely manner
- Rising LTL shipping costs to avoid Amazon's inbound placement fees
- Low inventory could lead to loss of Prime badge on product listings

Solutions

- Two months of initial testing with Pattern to verify timing and confirm costs
- Only a few days to get onboarded after trial period
- Product received at Amazon at speeds Vetnique couldn't achieve on their own, and reduced the workload on their warehouse team so new headcount could be postponed

“To be honest, I was pretty skeptical about [Pattern] at first. We already had our own warehouse and figured we could do it. But after actually seeing shipments get into Amazon faster, and having that data week after week, it solidified our partnership with Pattern.”

Kyle Lessmiller, Director of Supply Chain and Fulfillment

A long-term solution for prep and fulfillment

Pattern partnered with Vetnique to conduct some test shipments to Amazon, aiming for faster check-ins. The strategy worked—it took an average of just 7 days for Vetnique's products to be fully received at Amazon's fulfillment centers. The efficiency freed up Vetnique's warehouse associates to focus on checking in supplier trucks and fulfilling DTC orders, allowing Vetnique to reallocate some of the team and delay hiring new headcount.

Pattern's Amazon FBA expertise helped smooth communication and ensure alignment. When a challenge arose with trying to reconcile shipments to invoice line items, the Pattern team provided a report to bring clarity to what was being charged and when.

Pattern's Marketplace Prep uses proprietary technology that simplifies the complex processes of prep and shipment. Vetnique now ships their products directly to Pattern weekly, and Pattern does the work of packing, labeling, and shipping products to Amazon's fulfillment centers.

Because Pattern is the number one Amazon seller globally, our warehouse processes and technology are well-established, scalable, and valuable for partners. Pattern's deep ecommerce expertise also provides future opportunities for Vetnique to expand their partnership to include optimized advertising, marketplace expansion, and more.

The exponential power of *together.*

Learn more about how a partnership with Pattern can help you accelerate your ecommerce growth.

[Learn more](#)