



Fragrances of Ireland



“Before Webgistix it took too long for an order to be placed and delivered and our stock levels suffered.”

—David Cox
Managing Director
Fragrances of Ireland

Success Story

The World is Discovering Fragrances of Ireland through Webgistix

At a glance

Fragrances of Ireland Challenges

It was taking too long for an eCommerce order to be delivered, and their stock levels suffered due to not having visual insight into their inventory

The Webgistix Solution

Webgistix SmartFill Web-based fulfillment system increased their productivity, delivering 24x7 access to view orders, check inventory information, and generate online customized reports.

The Results

Orders are sent out the same day they are placed and through the Web-based fulfillment system Fragrances of Ireland can easily manage their stock levels.

At the foot of the Sugarloaf Mountains in the village of Kilmacanogue, Fragrances of Ireland are the creators of a unique collection of Irish perfumes, colognes, soaps and toiletries. Founded in 1983, Fragrances of Ireland deliver their unique Inis, Connemara, and Patrick colognes for men and women with a meaningful message bringing people back to the wonders of nature and uplifting them spiritually.

Fragrances of Ireland are featured in over 300 Irish and United Kingdom stores, and have experienced massive growth exporting their spiritual product line into Canada and the United States. Harnessing a global presence delivered a number of challenges for the Fragrances of Ireland team. It was taking too long for an eCommerce order to be delivered, and their stock levels suffered due to not having visual insight into their inventory. Ireland never knew when the fragrances arrived at their United States warehouse and conducting stock level reports took weeks rather than hours.

Fragrances of Ireland gains insight and control over its business

Through a search engine request, David Cox Managing Director of Fragrances of Ireland contacted Webgistix. The Webgistix team responded quickly to their challenges and deployed **Webgistix SmartFill** web-based fulfillment system to increase their productivity. The Fragrances of

Ireland team is now able to view orders, check inventory information, and generate online customized reports 24x7.

The future: The energy of the sea

Through their success in the Irish and United Kingdom markets, the Fragrances of Ireland team is bringing the coolness, clarity and purity of the sea across the Atlantic Ocean to the United States. The scents with universal messages suit all tastes from the East to West Coasts. Avoid the long plane ride and visit the Fragrances of Ireland on-line store (www.perfume.ie) to purchase a unique gift from the foot of the Sugarloaf Mountains.

Webgistix delivers Smooth Fulfillment.

Smooth Fulfillment

About Fragrances of Ireland

Fragrances of Ireland are the creators of a unique collection of Irish perfumes, colognes, soaps and toiletries. Nestled in the village of Kilmacanogue, Ireland, Fragrances of Ireland was founded in 1983 and delivers their unique Inis, Connemara, and Patrick colognes for men and women through Ireland, the United Kingdom, Canada and the United States. Each fragrance presents a meaningful message bringing people back to the wonders of nature and uplifting them spiritually.

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About Webgistix Corporation

Webgistix is a full service fulfillment company (www.webgistix.com) helping businesses better manage their mission critical marketing supply chain operations through a proven range of customized fulfillment services and software. Founded in 1988, Webgistix global headquarters are located in Olean, New York. Webgistix also has sales and software development offices in New York, Singapore, Ireland and India.

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—David Cox, Managing Director Fragrances of Ireland



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