

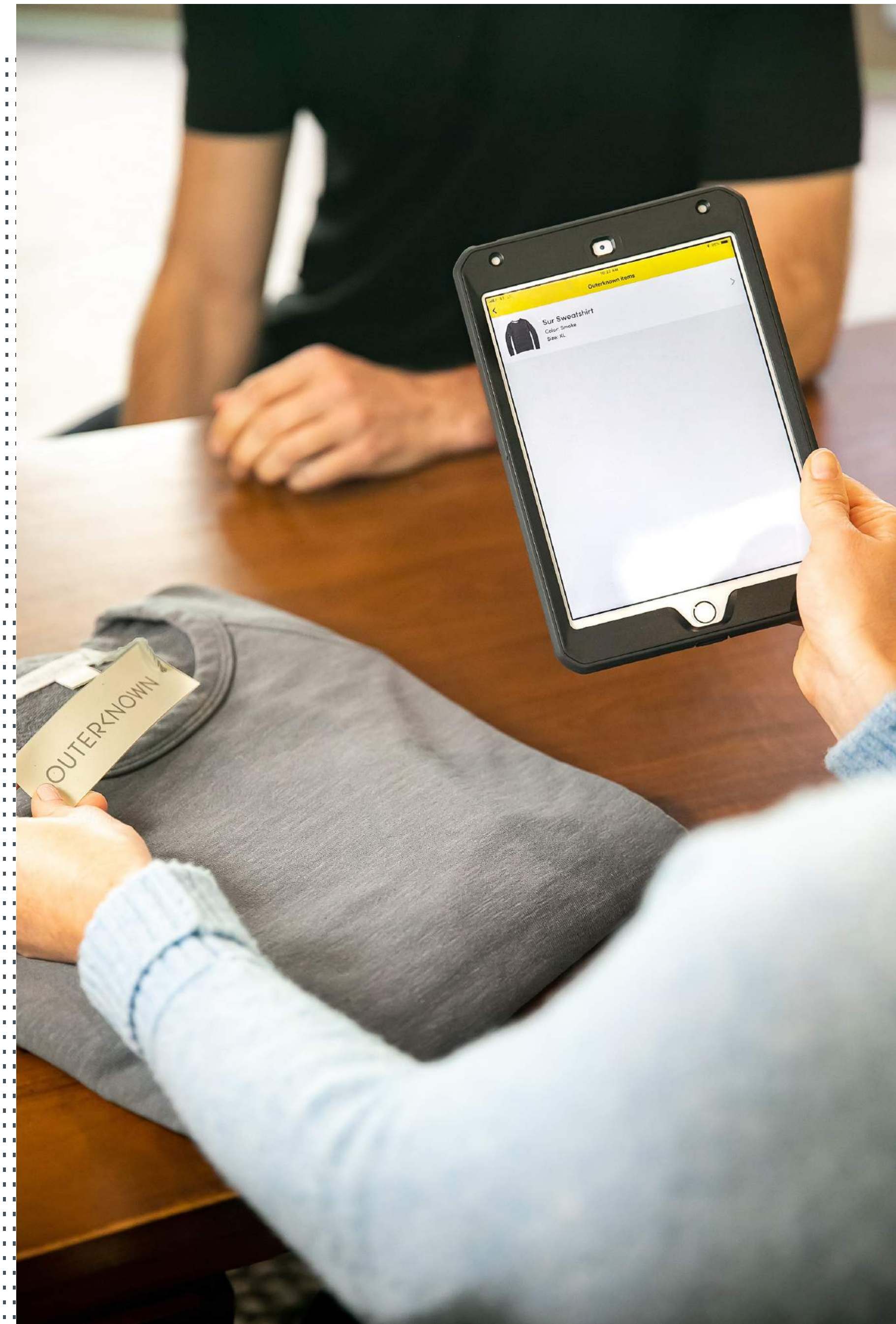
Featured Company **Happy Returns**

Freight Shipping For the Modern Start Up

"Mothership brings tech to a tech-poor industry."

Timothy Fehr

Director of Operations, Happy Returns



Making Returns Happy is Hard Work

Having to return products is a pain for consumers and businesses alike. Happy Returns is modernizing the retail industry by providing consumers with a frictionless way to return products they're dissatisfied with while simultaneously relieving the financial burden of returns on businesses. **With a return rate of apparel purchased online as high as 40%**, Happy Returns is capitalizing on the opportunity to mend occasionally rocky relationships between retailers and their customers.

Logistics is at the Core of Returns

Timothy Fehr is the Director of Operations for Happy Returns and manages the strategies and costs associated with all shipping and warehousing. Happy Returns has a nationwide network of Return Bars, convenient locations to collect returned goods and issue immediate refunds to consumers. Happy Returns collects returned products from Return Bars or by mail, then ships them off to processing facilities, sorts items by retailer, and delivers to the retailer's 3PL provider or their warehouse.

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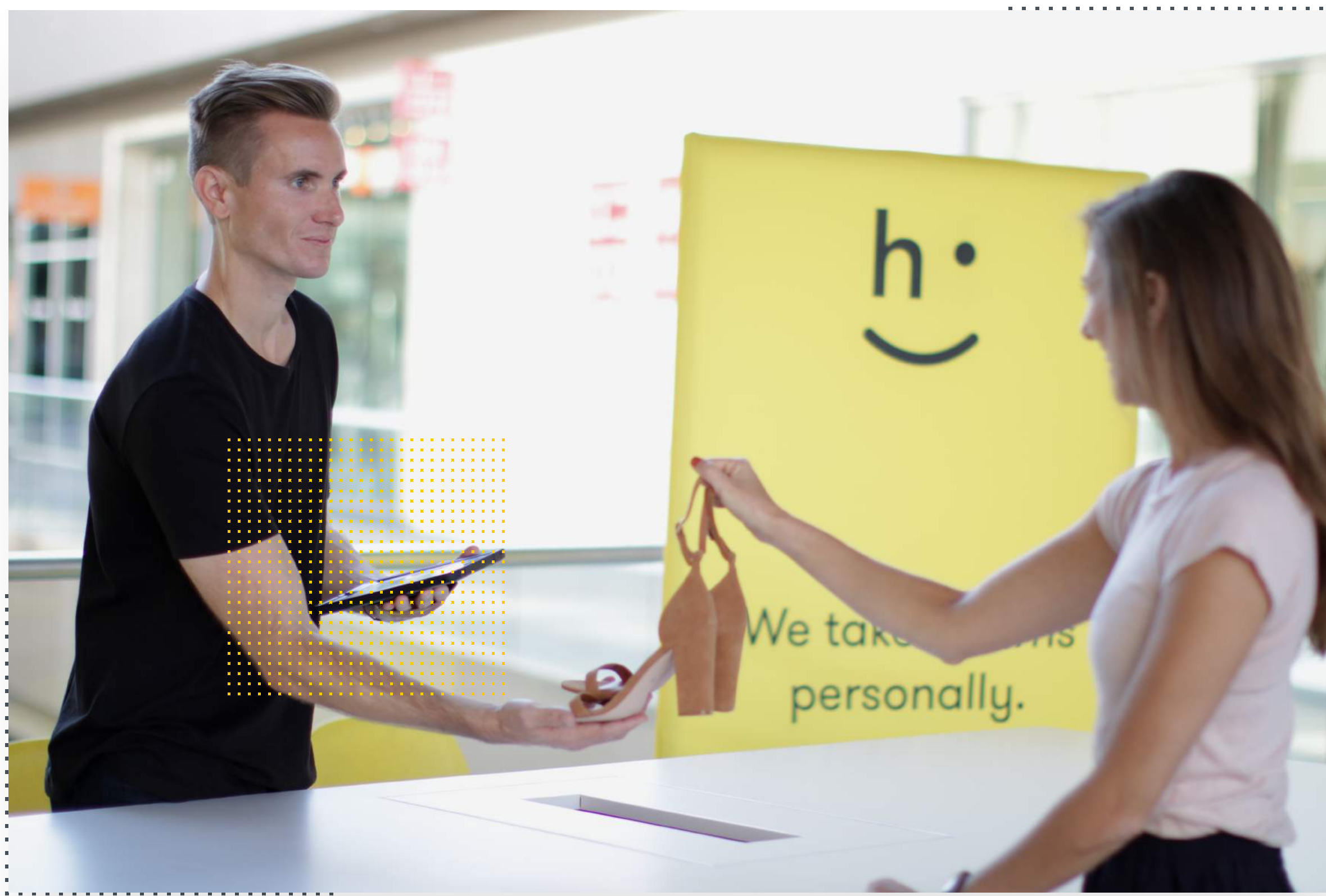
With over 400 return locations in more than 50 metro areas across the United States, Happy Returns requires reliable, affordable, and forward-thinking freight partners to accomplish their lofty goal of making vast improvements to retail. "Customers are increasingly demanding free and easy return solutions," Fehr says. "We dramatically reduce costs and increase customer satisfaction with Return Bars."



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Just as impressive as their business model is the rate at which Happy Returns is growing. “We move so fast as a high-growth startup in terms of volume, new retailers in new locations, and new ideas,” Fehr says. “As we scale, we need to find the most cost-efficient solutions for new volume and use that scale to drive down pricing.” Since shipping is an essential component of operations, Fehr’s priority is to ensure supply chain for Happy Returns remains efficient as the company continues to grow. “We need to find freight partners who are able to deliver cost reduction, be nimble, and have a solid tech offering. We need to make sure we have partners who can support our success.”

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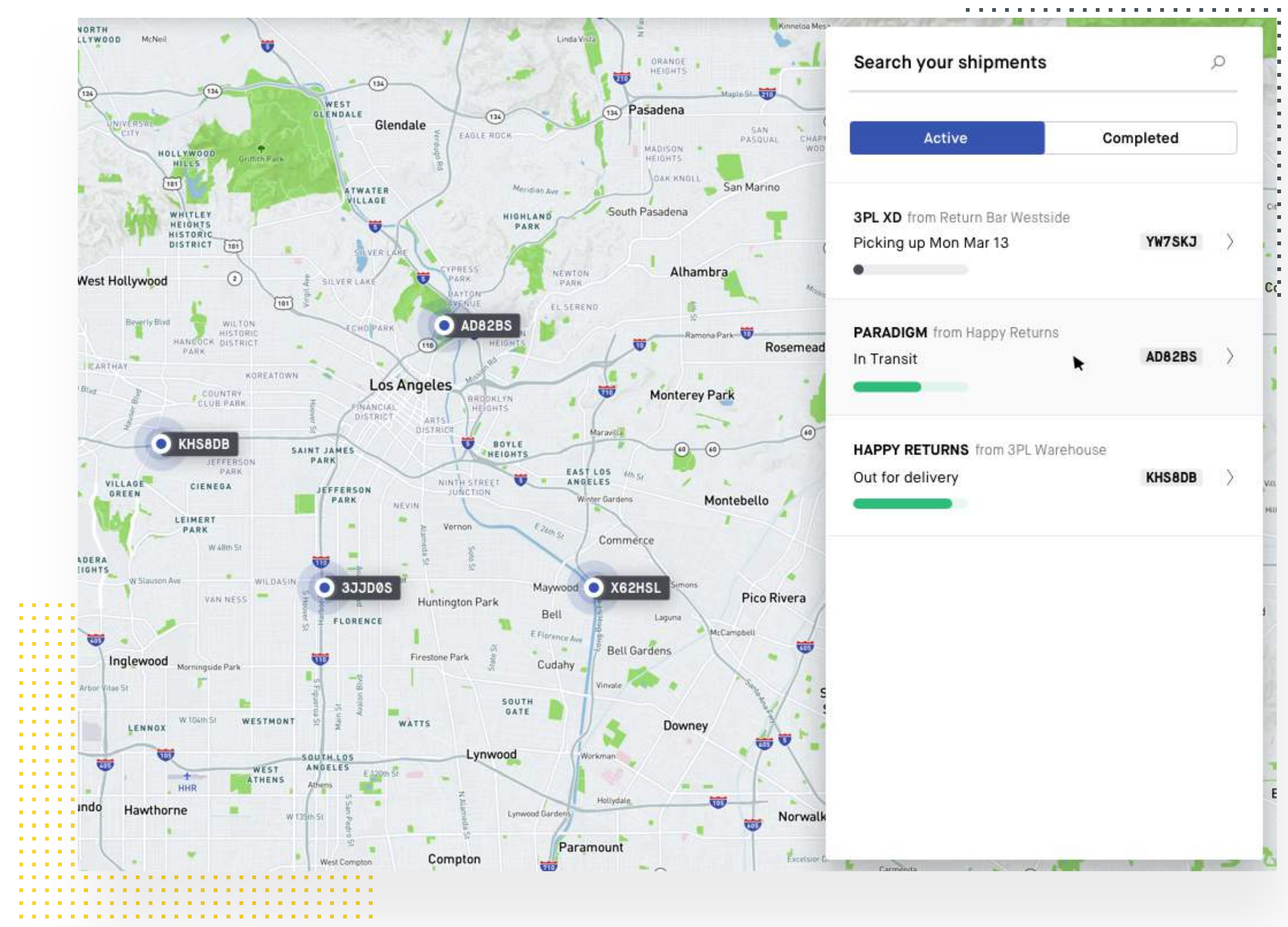
Thousands of shipments arrive at Happy Returns processing centers every day before being delivered to 3PLs. As Happy Returns partnered with more retailers and shipment volume increased, they needed to rely more heavily on consolidated freight. The Happy Returns team began to seek out a freight partner to not only handle LTL freight, but to fully support a successful operation across their expanding network.

“We have hundreds of Return Bars managed by different businesses, and finding supply chain partners who can be nimble with us while still offering a scaled and cost-effective solution is challenging,” Fehr states. “The at-scale providers are not nimble.”

Bringing Tech to a Tech-Poor Industry

Happy Returns found Mothership as they were looking for freight partners who could accommodate their needs. “We explored Mothership’s platform, played around with quoting, and the rates turned out to be cost-effective,” Fehr recalls. “Mothership was 50% less expensive than shipping parcel from a logistics cost perspective.”

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Fehr was also impressed by the full suite of Mothership offerings, including instant quoting, live tracking, and an API integration. “We could book LTL in 30 seconds and get a Mothership tracking number that works across multiple carriers,” Fehr says. “Also Mothership offered an API solution that’s better than other companies which is a big deal for us. Most people in our industry haven’t even heard of an API, but we offer end-to-end tracking for our retail partners.”

As Happy Returns continues to spread happiness throughout the retail world, they know they can rely on Mothership as a trusted freight partner. “We’ll continue growing by orders of magnitude and plan to continue using Mothership,” Fehr promises. “Mothership brings tech to a tech-poor industry. The combination of getting the aggressive rates of a freight brokerage with the technological support of a tech startup is Mothership’s biggest value add.”