

CASE STUDY

Scaling Furniture Fulfilment with the Right 3PL Partner

Fishe & Lilly are a growing furniture brand with increasing national demand and larger, more complex product lines.

As their business expanded, their original warehouse setup in the Midlands began to hold them back. Limited space, inefficient Goods In processes and a lack of specialist infrastructure were creating operational strain.

They needed a fulfilment partner that understood bulky, high-value furniture and could scale with them without compromising quality or brand experience.

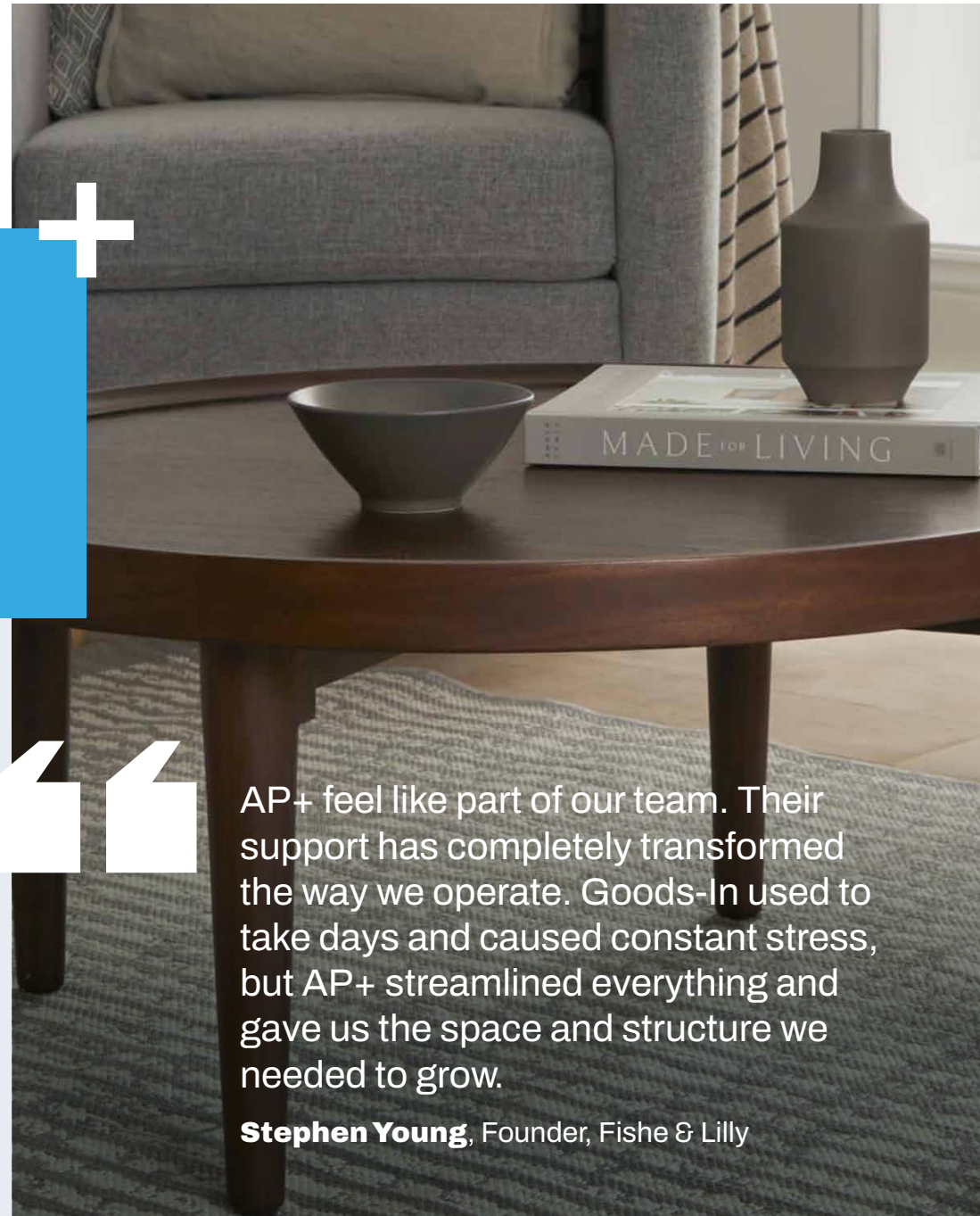
That partner was AP+.

Fishe & Lilly



AP+ feel like part of our team. Their support has completely transformed the way we operate. Goods-In used to take days and caused constant stress, but AP+ streamlined everything and gave us the space and structure we needed to grow.

Stephen Young, Founder, Fishe & Lilly



Scaling beyond a small warehouse setup

As volumes increased, cracks began to show in their previous logistics setup:

- + Containers had to be stacked outside due to lack of space
- + Goods In could take two to three days to complete
- + Operational stress was high during inbound deliveries
- + Errors and inefficiencies were creeping into the process
- + Their previous 3PL partner was better suited to smaller items

Furniture fulfilment brings specific risks. Transit damage impacts brand reputation. Courier selection directly affects customer experience. Scaling too quickly without the right systems can reduce service quality.

Fishe & Lilly needed a specialist.



Their team is responsive, their carriers are reliable and the personal service makes all the difference. We can scale confidently knowing our fulfilment is in safe hands.

Stephen Young, Founder, Fishe & Lilly

Selecting the right 3PL for bulky goods

AP+ stood out for several reasons:

- + Proven experience handling bulky and high-value furniture
- + Access to two-person delivery networks
- + Scalable warehousing built for growth
- + Deep courier expertise across multiple carriers
- + Competitive pricing with no carriage mark-up

Proximity to a previous logistics partner, ClearCycle, also made the transition smoother.

Importantly, AP+ didn't position themselves as a faceless warehouse provider. From the first conversations, it was clear they operated as a strategic partner rather than just a storage facility.

This aligns directly with AP+'s positioning as a specialist fulfilment partner for furniture and homeware brands.

Building a scalable fulfilment framework

AP+ delivered a structured onboarding and operational reset:



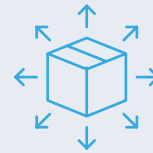
Streamlined Goods In

What previously took two to three days was transformed into a far more efficient and controlled process. Improved space planning, structured inbound handling and clear operational workflows reduced stress and improved accuracy.



Specialist Furniture Handling

Bulky and high-value items require the right carriers and handling processes. AP+'s courier expertise ensured the correct delivery solution was selected for each order, protecting product condition and brand reputation.



Scalable Infrastructure

As Fishe & Lilly continued to grow, AP+ provided the warehouse capacity and operational agility to match demand without disruption.



Personal, Consultative Support

Beyond systems and storage, the team relationship was key. Fishe and Lilly emphasised the importance of being able to speak to knowledgeable people who could resolve issues quickly when needed. Automation plays a role, but access to real expertise matters.

Operational impact

The partnership has supported not just day-to-day logistics but the wider growth strategy of the brand.

- + **Goods In has been streamlined and stress significantly reduced**
- + **Operational efficiency has improved**
- + **Delivery capability now matches product complexity**
- + **Financial clarity has improved with transparent carriage pricing**
- + **Confidence in scaling has increased**

Positioned for continued growth

With AP+ as their fulfilment partner, Fishe and Lilly are positioned for continued national growth.

Their logistics infrastructure now supports their ambitions rather than limiting them.

As they expand further, AP+ will continue to provide the specialist fulfilment, courier expertise and scalable warehousing required to protect both product and brand reputation.

Looking for a fulfilment partner that understands furniture?

AP+ specialises in storage & fulfilment for bulky, high-value homeware - helping brands grow without losing customer experience.

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AP+ Storage // Fulfilment