



"We were delighted at the success of our Crufts fulfilment operations and look forward to working with Ark-H to continue the growth and success of our pet care brands."

Paul Miley
 Managing Director
 Burgess Supafeeds

Supa-service for Supadog

Background

Burgess is a family owned pet food company based in the heart of the North Yorkshire Moors. Originally from a milling background, the company has been in existence for over 300 years, the last 20 of which have been dedicated to the production of food for all small domestic furry pets. Burgess works collaboratively with leaders in their field including vets, nutritionists and agricultural colleges to ensure the development of superior pet foods that are specially tailored to meet the differing nutritional needs of pets. Thanks to the quality of its products and forward thinking of the company Burgess is now the UK's largest specialist trade supplier across the whole domestic furry animal range.

The Brief

Burgess Supafeeds had arranged to exhibit at Crufts in March 2007. Immediately prior to the show they launched their online ordering facility to enable visitors to their stand to place orders for product which would be delivered to their home addresses. The company was very keen to take advantage of this selling tool but were concerned about the short timescales available to implement a fully outsourced fulfilment operation.

The Activity

Even in the short time frame available Ark-H was able to establish all the necessary systems. By linking the Ark e-fulfilment system to the e-commerce site used by Burgess, orders placed on the stand at Crufts were fulfilled and despatched promptly from Ark-H on a same day basis.

The Results

Many new customers were recruited to the brand during the show generating an additional revenue stream and greatly increased brand awareness at one of the UK's premier national pet care events. Ark-H is continuing to work with Burgess Supafeeds to assist in the successful development of their e-commerce and marketing operations.

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