

CASE STUDY

KAF HOME

Home Textiles and Kitchenware

NetSuite

www.kafhome.com

ShipHawk Shipping



BENEFITS & KEY OUTCOMES



15% time reduction by automatically matching shipping labels and packing slips



Gained flexibility and control with powerful rules and filters



Smooth onboarding process with expert support

OVERVIEW

KAF Home, headquartered in Frankfort, Indiana, is a home textiles company known for high-quality products, including kitchen towels, aprons, table linens, and decorative pillows. KAF sells products through three channels: a robust eCommerce presence that ships its

stylish yet practical collections directly to consumers, via drop-shipping for major retailers like Williams Sonoma, Pottery Barn, Wayfair, and Kohl's, and to independent brick-and-mortar retail shops.

CHALLENGE

As a growing business managing private-label production and direct-to-consumer sales, KAF Home's shipping operations are highly complex. Its orders flow through multiple channels, from hundreds of daily drop-ship orders for major retailers to wholesale shipments for independent stores and orders from its online store. Each channel has unique requirements in terms of packing rules, shipping labels, and how data must be passed between systems.

The stakes are even higher during peak seasons like the holidays, when thousands of orders must be fulfilled quickly and accurately. As KAF's shipping volume and complexity grew, the company needed a solution that could better support its evolving needs.

Their previous system made it difficult for the team to work efficiently—label printing often required extra steps, and troubleshooting took valuable time away from fulfillment and only a few people truly knew how to use the system. It became clear that a more intuitive and streamlined platform was essential.

KAF needed a shipping solution tailored to the complexity of its unique operations. The ideal solution also needed to integrate with NetSuite and their EDI solution with SPS Commerce so that retailers could provide customers with accurate delivery information.



SOLUTION

By eliminating the manual process of matching shipping labels to packing slips, KAF Home has reclaimed time each day, resulting in a 15% reduction in time spent. "There used to be a long period of time every morning, especially in Q4, where the team was matching shipping labels and packing slips," explained Andrew Slagle, Operations Manager at KAF Home. "With ShipHawk, we don't have to deal with that anymore, which has been very, very helpful because there's more time to pack and focus on other business needs."

Beyond saving time, [ShipHawk](#) has made KAF's shipping operations much easier for the entire team to manage. Unlike its previous system, which was only understood by a few people, ShipHawk has proven to be intuitive and easy to use. "ShipHawk was very easy to train the warehouse staff on," shared Slagle. "We were able to set up the users so that they can access the system and process the orders as they need to process them."

KAF has also gained the flexibility to handle complex shipping requirements across its different sales channels. The team can set up rules and filters that tailor how orders move through fulfillment. At the same time, Smart Packing™, ShipHawk's cartonization solution, helps ensure products are placed in the right cartons efficiently and correctly.

"With ShipHawk, it's very straightforward to investigate what's going on with shipments, and being able to manipulate the shipments in different ways with the rules was huge for us," said Slagle. Additionally, the solution integrates seamlessly with NetSuite and SPS Commerce, ensuring the accurate flow of data between KAF's systems and its retail partners.

"The thing that I valued the most was the onboarding experience. A lot of times, software companies treat the process like billable hours and it's painful. I never felt that way working with ShipHawk," concluded Slagle. "We implemented ShipHawk right before our peak season and the whole onboarding process was so important for us to be successful in Q4."