

Case Study

Growing Pains to Gameday Glory: How Chalk Line Scaled 3X

Every brand has a story. For Chalk Line Apparel, that story is woven into the very fabric of their products—the satin sheen of a vintage-style jacket, the iconic logos of 90s sports legends, and the powerful pull of nostalgia. After reviving the beloved brand from the 80s and 90s, leaders Ilan Friedman and Noah Goldowitz built a thriving business on "nostalgia storytelling," securing partnerships with giants like Marvel, Disney, and the WWE to connect with fans on a massive scale.

Then came the ultimate game-changer: the NFL license. It was a milestone that promised to launch Chalk Line into a new league.



The Problem

Chalk Line's operations were run from a shared, "mom and pop" style warehouse. The system was manual, slow, and built for a much smaller brand. **"We were relying on detailed CSV file uploads into an old-school database,"** Friedman explained. **"It was time-consuming, error-prone, and couldn't keep up with our growth."**

When inventory for all 32 NFL teams began arriving, the warehouse was buried under a mountain of inventory, and their small operation simply wasn't a priority for the shared facility. Orders were delayed, space was nonexistent, and the pandemic only amplified the pressure. The dream of outfitting thousands of NFL fans was becoming a logistical nightmare. They knew a change wasn't just necessary; it was critical for survival.

Finding a Partner Who Gets It

The search for a new 3PL wasn't just about finding more square footage. It was about finding a true partner with the technology and dedication to match their ambition. They needed a seamless integration and a powerful, user-friendly platform that could handle their complex, licensed inventory.

The transition to ShipMonk was a breath of fresh air. The clunky, time-consuming uploads were replaced by an intuitive system where packing lists and item details could be managed with ease. But the real difference wasn't just in the software; it was in the service

"We don't feel that we're just another SKU sitting in a warehouse. There's a hands-on approach on every front."

Ilan Friedman

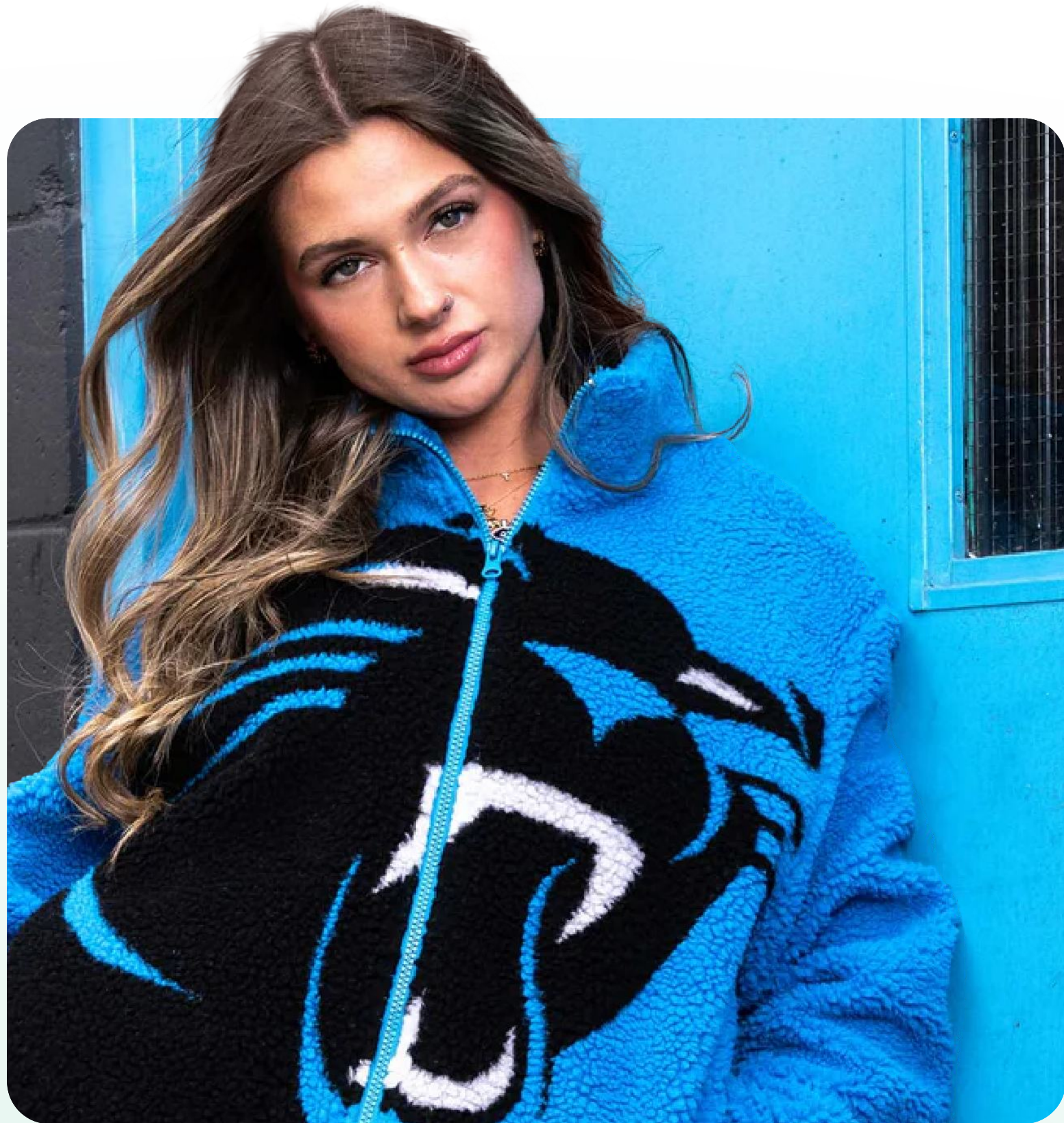
Owner



The Results

With a solid operational backbone in place, Chalk Line was finally unleashed. The impact was immediate and dramatic.

- **Explosive Growth:** Order volume tripled from 1,000 to 3,000 orders a month.
- **Rapid Receiving:** Shipments of 400 cartons were received and in inventory, ready to launch, within three days.
- **Improved Customer Experience:** A previously "lethargic" returns process was transformed into a smooth, reliable system, boosting customer satisfaction.
- **Pinpoint Accuracy:** Miss-picks dropped to less than 1-2% of all orders.
- **More time to scale:** By automating logistics, Chalk Line's team gained the freedom to innovate, expand product lines, and explore new markets internationally.



The ShipMonk Difference

Today, the Chalk Line team spends its time focused on what it does best: telling stories, designing incredible apparel, and growing their iconic brand. The question is no longer "Can we handle the growth?" but "How big can we get?"

"ShipMonk has been an integral part of the backbone of our fulfillment and allowed us to scale. There is no ceiling to how large Chalk Line can get," says Friedman.

With their logistics confidently managed, Chalk Line is free to write the next chapter of its incredible story.

Want to write your own growth story with ShipMonk?

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