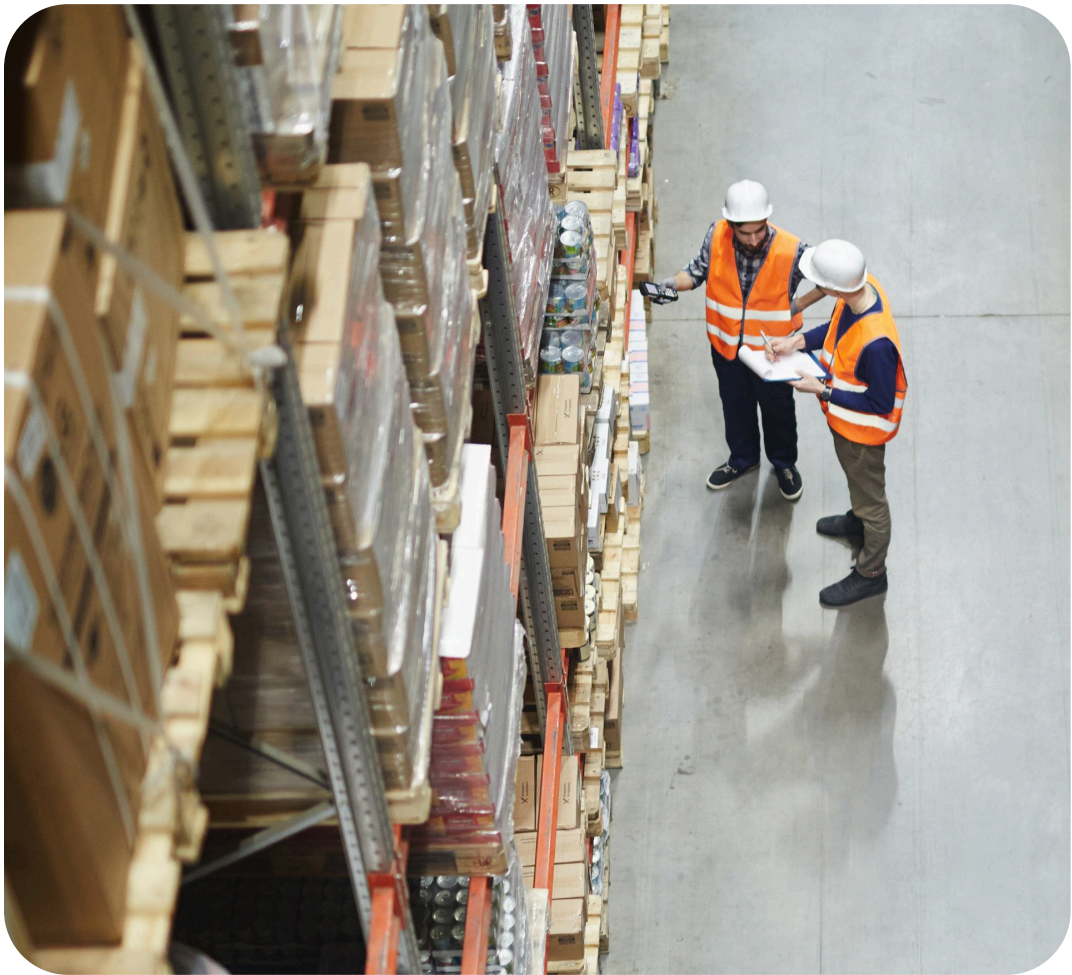


Case Study

# How TAO Clean Mastered the Art of Fulfillment

For TAO Clean, their promise of the “art of clean” goes beyond their sleek, self-sanitizing toothbrushes. These products don’t just elevate bathroom counters; they make a statement. But behind the scenes, their fulfillment was far from cleanly.

Flash sales were logistical nightmares, holiday spikes stranded orders, and the team was constantly firefighting instead of focusing on growth.



## The Problem

TAO Clean’s rapid growth, while a cause for celebration, created these operational challenges:

- **Scaling Limitations:** Seasonal spikes and flash sales overwhelmed their operations. Backorders created delays, especially during the critical Q4 holiday season.
- **Operational Blackouts:** A warehouse that closed on weekends left orders from Friday through Sunday piling up into the next week.
- **Hidden Costs & Waste:** Billing lacked transparency, and oversized packaging led to unnecessary filler costs. The estimated waste also increased overall shipping expenses unnecessarily.

## Finding a Partner Who Gets It

When it comes to overcoming operational hurdles, partnering with a company that truly understands your business is invaluable. For TAO Clean, this meant finding a fulfillment partner who didn’t just offer services, but actively listened to their unique needs and challenges. ShipMonk stood out by delivering tailored solutions, open lines of communication, and a genuine investment in TAO Clean’s success.



*“ShipMonk wasn’t just a vendor.  
It was clear they would be an extension of our team.”*

Marcus Hatcher  
Chief Executive Officer of TAO Clean  
★★★★★





## The Solution: Finding a True Partner

TAO Clean knew they needed more than a vendor; they needed a true fulfillment partner who could operate as a seamless extension of their business. Their search led them to ShipMonk.

The difference was clear from the start. They weren't just sold on features; they were welcomed into a partnership. ***"When we were first looking at onboarding, we visited the California location,"*** Hatcher says. ***"The tour, the transparency... it just felt like an extension of our own business."***

ShipMonk immediately addressed their key pain points by offering:



### **100%+ Growth:**

Revenue more than doubled since the partnership began.



**Peak Performance:** Handled a holiday peak of 5,000 daily orders in just 24 hours—more than double their forecasted 2,000 daily orders.



### **Cost Reductions:**

10-20% savings thanks to the use of efficient, right-sized packaging.

***"It came down to working seven days a week, quick SLAs, and the promise for transparency in the billing cycle,"***  
Hatcher explains. ***"It checked all the boxes."***

## Building a Future of Scale

TAO Clean's newfound logistics confidence has fueled bigger dreams. Their sights are now set on international expansion to Canada and Europe within the next 6 -12 months - with ShipMonk leading the charge.

***"I can confidently plan for double or triple our growth in the next few years because logistics is no longer a concern."***

Hatcher



## Want to write your own growth story with ShipMonk?



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(855) 222-4601



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