EasyPost Partners with Foxfire WMS to Expand Shipping Capabilities for Radio Flyer

Account
Radio Flyer

Customer Since
February 2017

Website
radioflyer.com

Carriers Used
FedEx, UPS

Solutions Used
Address Verification
Shipping API

FoxFire: On a Mission for Simpler Integrations

Before partnering with EasyPost, Foxfire, a powerful warehouse management system (WMS), was directly integrating with carrier software individually on behalf of its vast array of customers. With only a few individual carrier APIs at their disposal, Foxfire's solution didn't allow their customers to rate shop or expand into additional carrier options.

At its core, Foxfire wanted to make carrier integrations as easy as possible for its customers. Access to these single integrations posed a difficult hurdle for its customers who were on a mission to find the most cost-effective, painless delivery service.

One of Foxfire's customers, Radio Flyer, was struggling to keep up with their shipping demand. Radio Flyer needed a flexible and automated method of shipping while minimizing costs.

This is where a partnership with EasyPost simply made sense, as EasyPost's pre-existing relationships and single integration to 100+ carriers around the world could directly assist both Foxfire and their portfolio of customers, including Radio Flyer.

A Peek Into Radio Flyer's Rich History

Radio Flyer is an American toy company widely known for its iconic red wagons. Founded in 1917 in Chicago, Illinois, Radio Flyer has a deep heritage rooted in a passion for design, sparking imaginative adventures for families across the globe.

In addition to its recognizable wagons, Radio Flyer also produces tricycles, scooters, balance bikes, adult bikes, and safety accessories, to name a few.

Today, after a century of success and growth, Radio Flyer sells its products directly to customers in 17 countries worldwide. They also rely on international retail partners to get their products into the hands of more customers throughout the world.

In addition to shipping to customers directly, customers can purchase Radio Flyer products directly through U.S. retailers such as Target or Walmart. Radio Flyer also began utilizing dropshipping, a retail fulfillment model consisting of the customer purchasing an item from a third party such as a wholesaler or manufacturer instead of from a store that keeps its products in stock.

Radio Flyer's Struggle to Keep Up With Demand

Radio Flyer was doing everything in its power to keep up with growing consumer demand, but establishing relationships with each carrier was proving to be time-consuming and tedious, resulting in a restrictive shipping capacity.

Knowing Foxfire's customers needed flexible and more robust shipping capabilities, that's when it clicked for Foxfire. Why not integrate with EasyPost's shipping API and offer it to Radio Flyer through the WMS?

As Radio Flyer was already utilizing EasyPost's address verification API since February 2017, Radio Flyer already trusted the EasyPost name as their logistics partner.

EasyPost helps Quadruple Shipping Capacity

EasyPost's pre-existing relationships with so many carriers simplified the logistical process across the board. The integration happened within the Foxfire WMS, and the full integration with Radio Flyer took 1-2 months. Once Radio Flyer integrated with EasyPost's shipping API via Foxfire in the fall of 2020, its shipping operations were full steam ahead.

Before utilizing EasyPost's shipping API, Radio Flyer was shipping anywhere from 800-1,000 packages per day. This was with the help of a robust warehousing staff that did its best to keep up with Radio Flyer's rising demand.

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Matt Herrera
Application Architect,
Radio Flyer

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4,000

packages shipped per day

"EasyPost is our flagship shipping solution moving forward and we're excited to onborad additional customers to help them take their shipping to the next level."

Jacob North
Chief Information
Officer, Foxfire

With the help of EasyPost's shipping API, Radio Flyer was able to quadruple its shipping capacity to 4,000 packages shipped per day, allowing them to keep up with the shipping expectations of every major retailer with which they work.

"Our retailers were coming to us asking for a minimum of 3,000 shipments per day, and previously, we had a difficult time doing so. We partnered with EasyPost just in time for peak shipping season, easily raising our shipping capacity to surpass the expectations of our retailers," said Matt Herrera, Application Architect at Radio Flyer.

Foxfire & EasyPost: A Budding Relationship

Radio Flyer's experience with Foxfire and EasyPost is a testament to the value of pre-existing carrier relationships and hands-on guidance from experienced players in the shipping industry. Looking ahead, EasyPost is excited to partner with additional Foxfire customers to solve complex WMS issues and streamline the shipping process for countless companies.

"What EasyPost helped us achieve with Radio Flyer is only skimming the surface of what this partnership can achieve," said Jacob North, Foxfire's Chief Information Officer. "EasyPost is our flagship shipping solution moving forward and we're excited to onboard additional customers to help them take their shipping to the next level."

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EasyPost's best-in-class shipping APIs provide end-to-end flexibility and more control over parcel shipping and logistics processes for e-commerce retailers, fulfillment centers, marketplaces, and enterprises. Founded in 2012, EasyPost has 200 employees and is based in Lehi, Utah.

For more information, visit **EasyPost.com** or email us at **sales@easypost.com**.