

BAM Bamboo Clothing ensures sustainable growth with Intersoft Intelligent Shipper®

The challenge

BAM Bamboo Clothing, creators of sustainably produced active wear, needed to find an ecommerce shipping solution that would scale with growing demand for its organic bamboo cotton clothing. After meeting Intersoft at the **2019 Direct Commerce Awards** – where Intersoft won the title of Best Customer Service, Fulfilment and Delivery Supplier – BAM onboarded Intersoft's **Intelligent Shipper®** delivery management software later that year. The partnership came at just the right time, with shipping volumes for BAM's sustainable active wear increasing by 60% during 2020.

The solution

Intersoft's Intelligent Shipper® software provides an API integration between BAM Clothing's ecommerce platform and its preferred carriers, **Royal Mail and DHL Express**, ensuring the smooth and efficient transfer of delivery data between retailer and carrier. As well as enabling delivery label production and daily manifestation of the delivery documents required by their chosen carrier, Intelligent Shipper also allows BAM Clothing to view and track shipments in real time, as well as access key reporting features to help its despatch operations run effectively.

Sustainability sits at the heart of the BAM Clothing brand, and since its launch in 2006 it has saved over 1,000,000 kilograms of CO2 emissions and 400,000,000 litres of water by using organic bamboo cotton in its products. Bamboo as a resource requires 50% less land than traditional cotton to produce the same amount of fibre, and has excellent carbon storage qualities, absorbing five times more than hard wood trees.

This sustainable ethos is also reflected in the brand's choice of delivery partners and packaging. BAM Clothing utilises DHL Express' **GoGreen** worldwide



“As a brand we’re always keen to work with partners that align with our own values, and Intersoft fit the bill.”

Louise Bryant,
Operations Manager

BAM Bamboo Clothing



environmental programme, giving consumers the choice of selecting a 'GoGreen' delivery option at checkout, helping to reduce emissions and local air pollutants. The retailer has also worked with **Priory Direct**, a producer of packaging, to move away from plastic mailing bags in favour of **paper alternatives**, which are fully recyclable, biodegradable and made from sustainable packaging resources.

The result

Moving to Intersoft's scalable delivery management solution in November 2019 came at the right time for BAM Clothing. The Covid-19 pandemic of 2020 saw orders for the brand surge, and shipments created through the Intersoft API increased from 32,954 to 52,688 in December 2020 compared to the same period in 2019. Intelligent Shipper enables BAM Clothing to produce delivery labels and customs documentation for its thousands of shipping records in milliseconds, allowing them to easily scale with this rapid increase in demand.

“Working with Intersoft has totally transformed the way we deploy and manage our deliveries, making the process more efficient and proving invaluable throughout the growth we have experienced over the past 12 months. Customer support and onboarding has been outstanding and deploying the API into our systems could not have been more simple!”

Louise Bryant,
Operations Manager

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