



RUSH ORDER
FLEXIBLE FULFILLMENT SOLUTIONS

How the Revolutionary June Kitchen Appliance went from Zero to Scale



CLIENT PROFILE

June, creator of the June kitchen appliance, makes kitchens feel like magic by redefining precision cooking.

THE SITUATION

June, a venture capital-backed startup, developed an innovative high-tech kitchen appliance. To reach its objectives, the company needed a scalable fulfillment partner.

THE SOLUTION

Rush Order's flexible fulfillment and customer experience solutions.

THE RESULTS

- Rapid Scaling
- Cost Savings
- Improved Customer Experience
- Successful Exit

June

June was founded by self-described “hungry foodies” and “smart-tech geeks” who developed a leading technology and culinary team tasked with creating the best cooking experience possible.

“The best thing about working with Rush Order is I never really had to think about working with them. Everything went smoothly right from the beginning.”

Matt Van Horn, Co-Founder and CEO at June

THE SITUATION

June, a company born from the passion for food and cooking shared by co-founders Matt Van Horn and Nikhil Bhogal, sought to revolutionize everyday kitchen tools. Dissatisfied with the existing options, the pair developed the June oven, a countertop appliance equipped with an advanced AI-powered camera that recognizes commonly cooked foods and cooks them to perfection. By teaching the oven to think like a chef, June aimed to make cooking more accessible and enjoyable for everyone.

“Nikhil and I both love food and cooking. But we were both unhappy with the tools available to us,” shared Matt Van Horn, CEO of June. “Our conclusion was that we should make our own tools. The result is the June oven.”

With the innovative technology in place, the company faced the challenge of managing shipping and logistics as they prepared to launch their groundbreaking product. Matt Van Horn, CEO of June, reached out to colleagues and friends to find the best fulfillment partner for their startup. Based on their recommendations, Matt decided to contact Rush Order, a company known for its expertise in supporting high growth startups with their shipping and logistics needs.

The June oven became a hit, resonating with customers who desired a smarter and more efficient way to cook. However, the instant demand for their product also meant that June needed to swiftly address their shipping and logistics challenges.

By partnering with Rush Order, the June team aimed to ensure a smooth and efficient process, from inventory management to product delivery.

THE SOLUTION

To help June overcome their shipping and logistics challenges, Rush Order stepped in with their expertise in handling inventory, shipping, and scaling for high-tech hardware products. They began by integrating their easy-to-use app with June’s Shopify website, streamlining the direct-to-consumer order processing and fulfillment.

“The fulfillment process was simple. Our ovens would arrive packaged on pallets at Rush Order’s California warehouse. Because of Rush Order’s integration with our Shopify store, when a customer placed an order for an oven, Rush Order fulfilled the order,” said Matt. “Our customers received their orders quickly, and everything was just wonderful.”

As June expanded its presence, Rush Order assisted in securing partnerships with major retailers, providing EDI software solutions to ensure seamless integration.

This allowed June to reach a wider audience while maintaining a smooth distribution process.

Understanding the importance of a fast and efficient customer experience, Rush Order enabled June to leverage their bi-coastal warehouse strategy. With inventory stored in both California and New York, shipments reached customers within just a few days, reducing shipping costs and mimicking an Amazon-like delivery experience.

Throughout their partnership, Rush Order played a crucial role in supporting June’s growth and success. From the very first unit to their eventual acquisition by Weber, Rush Order’s comprehensive solutions allowed June to scale and thrive in the competitive market, establishing them as a leading force in the smart kitchen appliance industry.

THE RESULTS

The collaboration between June and Rush Order led to a series of impressive outcomes, demonstrating the value of a strong partnership in logistics and fulfillment.

Rapid Scaling:

With Rush Order's support, June quickly expanded its reach to major retailers and a growing customer base. The seamless integration with Shopify and retail partners enabled June to manage increased order volumes efficiently.

Improved Customer Experience:

By optimizing shipping times and delivering products within a few days, June's customers enjoyed a premium experience. Additionally, the effective management of reverse logistics ensured a positive brand reputation and customer satisfaction.

Cost Savings:

Leveraging Rush Order's bi-coastal warehouse strategy and volume discounts with shipping carriers, June was able to significantly reduce shipping and logistics costs. These savings contributed to a more competitive product offering and improved profitability.

Successful Exit:

With Rush Order's assistance, June managed to scale its operations and create a strong presence in the smart kitchen appliance market. This success ultimately led to June's acquisition by Weber, a clear indication of the company's value and the effectiveness of Rush Order's logistics solutions.

JUNE'S PARTNERSHIP WITH RUSH ORDER

The partnership between June and Rush Order exemplifies the power of a robust logistics strategy in driving growth, customer satisfaction, and overall success for a startup in the competitive world of high-tech hardware products.