Say hello to your all-in-one omnichannel e-commerce sales platform.

A Sellercloud Case Study

Since 1983, founder Ron Kanfi has been creating and selling humorous greeting cards with NobleWorks, Inc. Based in Hoboken, NJ, Kanfi built his business from the ground up, drawing greeting cards by hand in the early 1980s.

As NobleWorks began to grow their online presence, it became paramount that they had a solution that helped them scale their operations. With more than 7,000 different card designs in the 'humor' category of greeting cards alone, NobleWorks turned to Sellercloud to help launch and scale their online store.

The Challenge

Content for cards can be submitted by outside creatives through an online portal. From there, each design is developed in-house. Those that pass the process are eventually turned into greeting cards.

For NobleWorks, this creates extremely large numbers of unique SKUs and unique products. As NobleWorks' Rich Ivan explained, "Before Sellercloud, we had to do everything manually - we would have to upload massive spreadsheets [of our orders]." As a newer but growing e-commerce company, NobleWorks was also focused on offering their products not only on their own site, but other sales channels as well.

The Solution

With so many unique products in their existing inventory but also a constantly growing catalogue of new, incoming greeting cards, NobleWorks knew they had to settle on an online solution that could scale and grow with them.

Sellercloud was the all-in-one solution for inventory tracking, product marketplace listings, and order ulfillment NobleWorks had been in search of. The team employed Sellercloud to make its direct-to-consumer sales easier and more simplified than they had ever imagined. Sellercloud also began helping NobleWorks fulfill large wholesale order requests as well.

NobleWorks
NobleWorksCards.com

Industry:
Greeting Cards

Founded:
1983

Headquarters:
Hoboken, NJ

Company Size:
3 Employees

Website:
www.nobleworkscards.com

BATMAN BEGINS TO REGRET GIVING HIS MOM A BAT SIGNAL
"The garbage disposal's making that noise again."

sellercloud
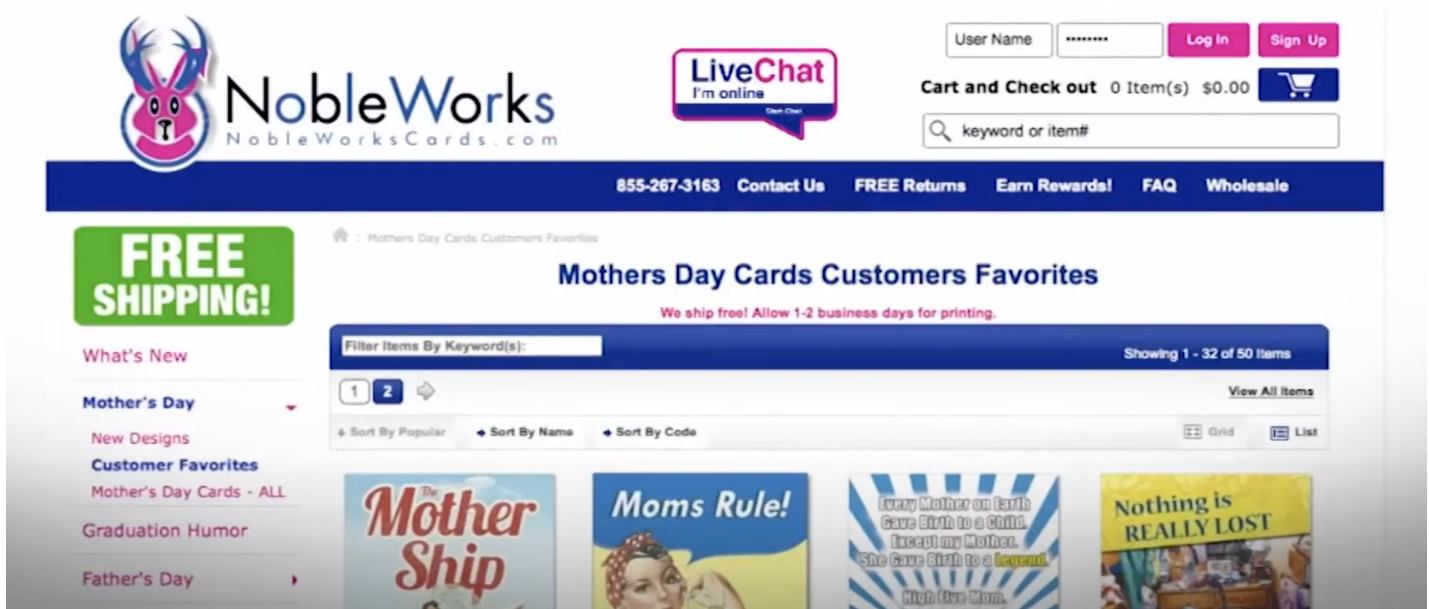
sellercloud.com

The Results

Kanfi and his team turned to Sellercloud to help them integrate their products with other e-commerce marketplaces. In addition to managing their own online inventory on NobleWorksCards.com, Sellercloud has helped NobleWorks list their products for sale with some of the world's largest online retailers like Amazon, Walmart.com, eBay, and PaperCards.com.

With approximately 700-900 new card designs added to the NobleWorks online collection each year and countless wholesale accounts funneling NobleWorks greeting cards into stores across the United States, the company shows no signs of slowing down as they continue to use Sellercloud to fuel their growth.

"It's a night and day difference for us, pre-Sellercloud to after we automated everything with Sellercloud."

-Rich Ivan, NobleWorks

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410 Monmouth Ave Suite 502, Lakewood, NJ 08701, United States (888) 315-6652

sales@sellercloud.com
www.sellercloud.com

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sellercloud.com