



About Hampers

Founded in 1979, [Hampers.com](https://www.hampers.com) is one of the UK's most established and trusted online hamper specialists. For over 45 years, the company has been delivering joy through beautifully curated food and drink hampers that celebrate life's special moments. Blending heritage with innovation, Hampers.com continues to elevate the art of gifting through sustainability, personalisation, and exceptional service.

Industry Challenges:

• Food & Beverage

- Expiry Management
- Traceability
- Conditional Picking

• e-Commerce

- High Volume
- Personalised Orders
- Assembly Picking
- Rapid Delivery



"The partnership between Hampers.com and WAER Systems has been collaborative from the start. WAER took the time to understand the company's operational goals, ensuring the solution was implemented smoothly and aligned to Hampers.com's way of working."

Vitali Kamarovas

Head of IT, Hampers.com

Investing to Address Risks and Inefficiencies

Before adopting NetSuite, Hampers.com relied on an outdated ERP system that no longer met the company's needs. The system posed a significant operational risk, as it was managed by only one individual, creating a critical dependency.

NetSuite, the world's number one cloud ERP, was ultimately selected as the most straightforward and effective option to meet the company's operational requirements, particularly in creating new hampers and managing complex pricing structures.

However, to fully optimise inventory, warehouse management, and fulfilment workflows, **Hampers also needed to replace their existing WMS with a robust system that could integrate seamlessly with NetSuite to provide end-to-end control and visibility.**

Scaling meant finding a way to deliver even better without adding cost or friction. That required systems and partners that could not only maintain but enhance what we do, by accelerating behind the scenes

Introducing WAERlinx WMS into the Mix

Having implemented NetSuite, Hampers connected with WAER Systems via a recommendation and soon identified WAERlinx as the best fit for their WMS needs as a complex food and beverage business.

Lack of Control With Previous WMS

Requiring heavy customisation, offering no structured layout, and making both lot tracking and courier integrations unnecessarily complex, Hampers previous WMS presented too many daily challenges.

Narrow Functionality

Poor Reporting

Needless Complexity

Limited Visibility

WAERlinx was chosen for its seamless integration with NetSuite and its ability to support the company's unique requirements, such as:

- Picking individual parts to build hampers
- Managing partial packing for perishable food items
- Reliable lot tracking and courier integration
- Predefined pick sequences to improve efficiency



Business Impact

Since go-live, Hampers.com has enjoyed tangible operational and strategic benefits, both at a user and organisational level:

Operational Improvements

- Streamlined and standardised storage and picking processes
- Faster pick speeds and reduced errors through handheld terminals and tablets
- Accelerated employee onboarding and training due to an intuitive user interface
- Predefined pick sequences increasing accuracy and efficiency

Strategic Benefits

- 30% increase in hampers picked per hour since implementation
- Enhanced reporting capabilities, giving managers greater visibility and control
- Reduced operational risk compared to the legacy ERP and WMS systems
- A stronger foundation for scalability and business continuity

Why Food and Beverage Businesses like Hampers Choose WAER

- Deep, native integration with NetSuite
- Real-time inventory visibility and simplified warehouse processes
- Out-of-the-box functionality supporting unique hamper-building workflows and high-volume processing
- Built-in quality checks, expiry tracking and courier integration