



WOOLRICH

Reverse Logistics: From unavoidable cost to controlled process

From complexity to control: Woolrich's reverse logistics

Founded in Pennsylvania in 1830, Woolrich is today an international icon of premium outdoor clothing. Over the past decade, the brand has pursued a deep technological transformation toward a fully cloud-based architecture, adopting API-First, SaaS, Composable and Data Governance principles to ensure flexibility and operational scalability across three channels: direct stores, eCommerce and wholesale.

In this context, returns management was one of the most critical challenges: manual processes, system fragmentation and lack of visibility slowed the return-to-restock cycle, negatively impacting margins and customer experience. The integration between ShippyPro and REMIRA enabled a structured, automated reverse logistics flow fully connected to the group's IT infrastructure.

Over time, Woolrich built a solid, flexible technology stack designed to evolve rapidly. The Composable, Cloud-Native approach enabled adopting best-in-class solutions like ShippyPro for return shipment logistics and REMIRA for structured B2B/B2C return request management.



>50%

Manual tasks eliminated

-30%

Returns processing time

+100%

End-to-end operational
visibility

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Adopting a cloud-first, API-First and Composable architecture allowed us to integrate ShippyPro and REMIRA seamlessly, transforming returns from a manual, fragmented process into an automated, traceable and scalable flow.



Mauro Antelmi
Global Information Technology Director,
Woolrich

Thanks to ShippyPro and REMIRA, we automated the entire returns cycle: from customer request to approval, from label generation to restocking. Every phase is now traceable, measurable and connected to our ERP and WMS systems, with a direct impact on efficiency and margins.

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Mauro Antelmi

Global Information Technology Director,
Woolrich

Woolrich and composable architecture: reverse logistics as competitive advantage

Woolrich manages returns differently depending on the channel: eCommerce follows near-automatic approval; stores use auto-approval; wholesale requires documentary verification of commercial agreements. REMIRA enables these distinct processes flexibly, while ShippyPro pre-determines available carriers per geographic area, optimizing rates and customs documentation for international returns.

A key benefit highlighted by Mauro Antelmi is advance warehouse planning: having visibility on incoming returns — via client-side RFID scanning — allows sizing quality control during seasonal peaks. In fashion, quickly restocking merchandise can mean the difference between seizing or losing sales opportunities across channels, from foreign outlets to international stockists.

Key project numbers

SHIPPING & OPERATIONS

3 sales channels: DTC, e-commerce, and wholesale

30+ company-owned stores, international wholesale, and active DTC e-commerce

Operations in Europe and international markets

INTEGRATIONS

ShippyPro: Carriers, labels, and return shipments

REMIRA: Process, documents, and approval criteria

ARCHITECTURE

API First, SaaS, Composable, Data Governance, Cloud Integration with enterprise ERP and WMS systems, in-store RFID readers



WOOLRICH

Contact our experts

Start with ShippyPro