



“Everything is automated. There’s no way that we could have handled all of our SKUs and e-commerce channels without help from the Sellercloud team.”

A Sellercloud case study with Exhart

sellercloud.com

How Exhart expanded their brick and mortar business into a thriving ecommerce brand across 12 different sales channels with Sellercloud



Industry

Home & Garden
Products



Founded

1987



Headquarters:

Chatsworth, CA



Company Size

38 Employees

Introduction

A family-owned and operated business founded in the 1980s, Exhart is one of the leaders in the garden decor industry. The company sells a wide variety of unique and fun outdoor art, sculptures,

and wind chimes that range from wacky to whimsical to rustic and elegant—all designed to add color and fun to the homeowner's yard.

The challenge



CEO of Exhart, Michael Weiser, made a strategic shift in the business in 2018: While continuing to focus on key brick-and-mortar customers in North America, Exhart also concentrated more on growing the business using e-commerce.

The solution

The Sellercloud team made things simple for Exhart. Regardless of the channel, when

"I was sort of dabbling in e-commerce before I realized that it's complicated dealing directly with all of the various e-commerce platforms independently," said Michael. "Almost immediately, **we started looking for a solution that could pull all the platforms together so we could manage them in one place. We needed an e-commerce aggregator.**" That's when Michael turned to Sellercloud for help.

orders come in, they go into Sellercloud, and Exhart handles the shipping.

Michael finds it easy to work with the Sellercloud team. "Things were challenging at the beginning because we were new to this sort of thing," he said. "But things got better as we began to use it and understand its capabilities."

Michael also appreciates the relationship he has with the Sellercloud team.

The results



Exhart leveraged Sellercloud to dramatically grow its e-commerce business across 12 different channels. Central to this transformation were

“

We are in constant contact with them—they're always doing something with us in terms of helping us onboard a new e-commerce platform or setting up new APIs.

- Michael Weiser, CEO

”

Sellercloud's seamless automations. **"We now have third-party logistics partners that handle our warehousing, so orders go from Sellercloud directly to them."** reveals Michael. **"Everything is automated. That means we have less manual work."** Michael's team managed to reduce their daily workload and maximize their productivity. With Sellercloud, Exhart saw an opportunity to reduce costs and expand their business to the channels that could bring them closer to their target customers.

Sellercloud's excellent customer support offered Exhart a trusted partner in the company's growing marketplace success.



8 South River Road, Cranbury, NJ, 08512,
United States

+1 (888) 315-6652

sellercloud.com

Explore other great products by Sellercloud

Manage your entire e-commerce operation with Sellercloud.



Maintain total control of your inventory with our WMS. Track products throughout your warehouses. Receive purchase orders, adjust inventory, conduct cycle counts, and more. [Learn more](#)



4D Scale is an innovative multidimensional scaling solution that can improve productivity and efficiency for your warehouse team, allowing you to process more shipments in less time. [Learn more](#)



Manage all of your shared inboxes from your personal email addresses on any device. No more switching between various emails and inboxes. Improve your customer service response rates and take full control of your team inboxes with Memaila. [Learn more](#)



Pick and sort order items using our proprietary put-to-light and pick-to-light technology. Improve your team's efficiency and eliminate errors in your fulfillment workflow with Skublox. [Learn more](#)



Bridge the gaps between your orders, carrier accounts and sales channels. Whether your shipping needs are simple or complex, Shipbridge can facilitate efficient and effective workflows for your fulfillment team. [Learn more](#)



Request and receive payments online with our simple and secure payment collection system. Waytopay.me lets you generate and share unique payment links for your Sellercloud orders. [Learn more](#)