



Case Study

Russian Pointe

Russian Pointe is an elegant dance brand offering the highest quality dance shoes, accessories and apparel. Russian Pointe products are created in Moscow in the grand tradition of Russian craftsmanship.

Challenge

With over 30,000 SKU's Russian Pointe needed a partner that had the attributes of a traditional e-commerce fulfillment partner, but the high touch and attention that's needed when dealing with a premium brand with a high volume of SKU's and multiple distribution locations.

Solution

CTL partnered to provide a cost-effective, high quality packing option that exceeded Russian Pointe's expectations. By providing the facilities, manpower, and technology to handle current and future order volumes, Russian Pointe can concentrate on strategic business growth, knowing that they can Count on CTL to be there.



CTL has accommodated over 30,000 SKUs on behalf of Russian Pointe since partnering in 2015.