



## Ryder, eZCom, and Wolf And Shepherd: Reshaping Luxury Footwear

Wolf and Shepherd, a brand founded on the principle of merging athletic innovation with traditional craftsmanship in footwear, faced the challenge of expanding its logistics capabilities to match its rapid growth and commitment to quality. Ryder and eZCom Software partnered with Wolf and Shepherd to deliver an advanced logistics solution that could scale with the brand's growth, ensuring that the innovative spirit of the footwear was matched by equally pioneering supply chain and delivery processes.

**WOLF AND SHEPHERD**

**Ryder**  
Ever better.™

## Our Impact



### Enhanced Operational Efficiency

Achieved a 98% on-time shipping rate for pick and pack services.

**Expansion Support** Enabled entry into major retailers like Nordstrom and Bloomingdales and supported new product lines.

### Predictable Costs and Downtime Reduction

Helped control logistics costs and minimize operational downtime.



Wolf and Shepherd was founded in an apartment in Florida by former Division I Track & Field athletes, Justin and Hope Schneider. Driven by a vision to blend Italian craftsmanship with athletic technology, they sold nearly 200 units in the first few weeks to fund their prototypes. This initial success confirmed they had captured something special—lightning in a bottle. Recognizing the potential to scale their startup, they moved operations to Los Angeles, transitioning from a modest beginning to a rapidly scaling enterprise.

## The Story of Innovation and Craftsmanship

With a mission to revolutionize professional footwear, Wolf and Shepherd transforms the traditional dress shoe using the latest in athletic technology combined with fine Italian craftsmanship. While they excel in designing innovative footwear, managing complex logistics and fulfillment isn't their specialty, highlighting the need for a partner who could align with their high standards and dynamic growth needs. This dedication to redefining professional wear and the company's need to scale its business into an omnichannel operation, requires a logistics partner who understands the importance of innovation and the pursuit of excellence.

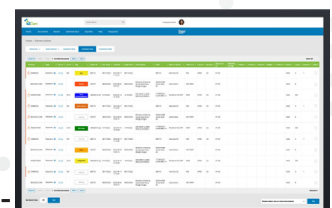
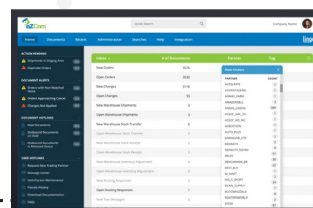
Ryder, with its extensive experience in managing complex supply chains and its vast rolodex of solutions, became the ideal partner for Wolf and Shepherd for their omnichannel fulfillment needs. Identifying an opportunity to boost Wolf and Shepherd's EDI capabilities, Ryder brought on eZCom as a key partner to complete the solution. With over 20 years of EDI experience across a variety of verticals including footwear and apparel, eZCom brought its award-winning technology and their best-in-class setup and support teams to the effort. Together, Ryder and eZCom's logistical and technological expertise supports Wolf and Shepherd's innovative products, ensuring that every pair of shoes delivers on the promise of quality and comfort.

Before partnering with Ryder and eZCom, Wolf and Shepherd managed an in-house fulfillment program. However, as the company grew, this system could no longer support their expanding operations effectively. That's where Ryder and eZCom come in, providing the knowledge and experience to help Wolf and Shepherd meet their logistical needs and manage growth efficiently.

“It was as easy a transition as we could've hoped for”

The transition to Ryder's logistics was swift and seamless. Within a month, Ryder had successfully transferred all of Wolf and Shepherd's products from the company's warehouse to Ryder's facilities and commenced shipping operations. This rapid integration is crucial in an e-commerce environment where speed and efficiency are paramount.

Additionally, eZCom began their work to introduce a robust EDI system that significantly enhanced Wolf and Shepherd's operational capabilities, particularly in fulfilling orders for major customers. “Previously, our in-house system lacked the capacity to support the demands of our largest customers. Now, with Ryder and eZCom's EDI solutions, we're not only meeting these demands but are also positioned to attract and manage more such relationships,” Angela added.



## “We are now in a position to expand our product line”

Today, Wolf and Shepherd are expanding product lines beyond footwear to include apparel, bags, and belts, enhancing its portfolio to cater to a lifestyle brand. Angela highlighted their ambitious target: “With our expansion into new product categories and broader markets, we’re aiming to reach \$45 million in revenue by the end of the year.”

Ryder’s extensive network of locations was another critical factor in their selection. “We needed a logistics partner with a broad geographical spread who could grow with us and help strategize on entering new markets, housing products efficiently, and streamlining delivery to customers,” said Angela. This strategic foresight has been vital in exploring new markets and expanding the brand’s footprint.

In March 2024, Wolf and Shepherd opened its first retail store. The company plans to open three to five more in the next two years. This retail expansion is supported by Ryder and eZCom, who ensure that the logistical and technological aspects of the operation are geared for scalability and efficiency.



## Sustainability at the Forefront

As Wolf and Shepherd continue to innovate within the footwear industry, the company’s commitment to sustainable practices has also become a focal point of their business strategy. With Ryder’s help, they have been able to implement environmentally friendly logistics practices that minimize waste and reduce carbon emissions.

For instance, Ryder’s advanced route optimization ensures that deliveries maximize efficiency by reducing fuel consumption and emissions. This commitment to sustainability not only aligns with Wolf and Shepherd’s brand ethos, but also appeals to a growing segment of consumers who value eco-conscious products and practices.





## “Ryder’s training and communication are pivotal for our growth and leadership”

The collaboration has also enabled Wolf and Shepherd to enhance customer service significantly. With Ryder’s robust logistics infrastructure, the brand can now guarantee faster delivery times, which is a critical factor in customer satisfaction for online retail. Additionally, the real-time tracking provided by Ryder’s logistics technology allows customers to monitor their orders from warehouse to doorstep, adding a layer of transparency and trust to the customer experience.

Communication has been central to the success of this partnership. Angela’s daily and weekly interactions with the Ryder team have fostered a dynamic working relationship that adapts to the evolving needs of a fast-growing company. “Frequent communication, coupled with Ryder’s commitment to training new team members as our company grows, has been instrumental in our success,” Angela noted.

## Power in Numbers

This partnership between Ryder, eZCom, and Wolf & Shepherd shows how strategic collaborations can extend beyond basic service to become integral to business growth and innovation. As Wolf and Shepherd continues to push the boundaries of luxury footwear and expand into a lifestyle brand, the support from Ryder and eZCom ensures that their logistical backbone is robust and responsive, paving the way for continued success and market leadership.

For more information on how Ryder and eZCom can power your e-commerce logistics capabilities, check out our eZCom Integration [here](#).

