

Ekart's 'Refinish Service' sets new industry standards, turning returns into opportunities

- *The 'Refinish Service' will serve brands across apparel, footwear, handbags, accessories, home and decor sectors*
- *To enable savings for small and large brands alike by refurbishing over **90%** of the returned inventory*

Bengaluru – May 29, 2024: Ekart, one of India's leading 4 PL supply chain companies, has introduced a comprehensive 'Refinish Service' tailored to address the challenges of returns management in the fashion and lifestyle sector. This initiative marks a significant leap forward in efficient and sustainable return logistics management, offering brands unparalleled solutions to reclaim sellable inventory.

In an era where customer returns pose a significant challenge for fashion brands, especially with products like apparel and footwear that have been tried at home or have minor defects, Ekart's refinish service emerges as a transformative solution. By refurbishing over **90%** of returned inventory, Ekart enables brands to mitigate losses and maximize revenue potential. This service targets direct-to-consumer (D2C), e-commerce, and retail players in the fashion and lifestyle segments. In addition to fashion and lifestyle brands, Ekart's refinish service extends to industries like footwear, handbags, accessories, and the home and decor, encompassing products such as curtains, bed sheets, blankets, etc.

Ekart's facilities have a combined processing capacity of **55,000** units daily, leveraging best-in-class machinery and energy-conserving technologies. The refinishing process at Ekart's facilities involves rigorous quality checks, stain removal, box replacement, ironing, stitching (if required), and final quality control to ensure the finesse of the refurbished products. Setting Ekart's Refinish service apart is its commitment to personalized refinishing solutions, adhering to each brand's specific standard operating procedures (SOPs). This ensures that each product undergoes tailored treatment for optimal results.

Mani Bhushan, Chief Business Officer, Ekart, said, *"Returns management is a significant challenge for fashion brands, both logistically and financially. With Refinish, Ekart has introduced a transformative solution to the persistent challenge of returns management. By harnessing cutting-edge technology and sustainable practices, we are empowering brands to optimize their supply chains and are driving a positive change on a broader scale. Our Refinish service also marks a significant milestone with a one-of-a-kind large-scale setup in the sector. It sets a new standard for returns management, demonstrating our unwavering commitment to innovation, efficiency, and sustainability."*

Key features and offerings as part of the new refinish service include:

- **Logistics Efficiency:** Ekart operates state-of-the-art Refinish centers strategically located across major demand clusters in the country, facilitating swift returns processing and reducing transport costs for brands. These regions include Gurgaon, Mumbai, Bangalore, Kolkata, etc.

- **Key technological Implementations:** Ekart's Refinish service integrates cutting-edge technology to deliver unparalleled results. The facilities utilize best-in-class machinery, including up-steam tables and steam vacuum tables, ensuring thorough and efficient processing of returned inventory and industry-leading foam finishers that ensure impeccable quality.
- **Revenue Optimization:** By refurbishing returned inventory to sellable condition with shorter lead times, Ekart empowers brands to maximize revenue potential and minimize losses associated with unsellable products.
- **Environmental Responsibility:** In line with Ekart's commitment to sustainability, the machines and products used for Refinishing are energy-conserving, with up to **50%** energy savings at every step of the process. By leveraging these advanced technologies, Ekart not only maximizes efficiency but also minimizes environmental impact, aligning with our dedication to responsible business practices.

With Refinish, Ekart continues to lead the charge in driving innovation and sustainability in the logistics industry. For fashion brands seeking to optimize returns management and enhance their environmental footprint, Ekart's Refinish service offers an innovative solution.

About Ekart

Ekart is one of the largest Supply Chain companies in India. Starting out in 2009 with an aim to fulfill the supply chain requirements of customers across India, Ekart today provides 4 PL services to many small and large-scale businesses across the country. It provides integrated supply chain solutions encompassing warehousing, distribution, dropship, as well as multi-modal heavy/non-unitized inventory movements to customers across industries. With state-of-the-art grade A warehouses across 20 locations, 7000+ trucks running daily across the length and breadth of the country, Ekart delivers across 15,000 pin codes.

Ekart strives to empower every Indian's dream by delivering value through Innovation in Technology and Commerce.

For more details please visit the website [here](#).