

ANVYL

hims Leveraged Anvyl to Bring High-Quality Products to Market Faster

Anvyl helped the early-stage men's personal care brand reduce time to market by two months and launch 4X as many SKUs as its competitors.

GOAL

Build a best-in-class supply chain and reduce time to market

As the pace of product innovation increases, startups face intense pressure to get products to market faster. hims, an early-stage, high-growth men's personal care brand, sought to reduce its time to market for several new products in order to capture market share in an increasingly crowded category. hims tasked Anvyl with helping it rapidly develop a new supply chain for a variety of products.

In the direct-to-consumer business, getting your products out to market quickly is critical to success," said Hilary Coles Head of Product for hims. "We were excited to work with Anvyl because its team of experts could serve as an extension of our own – providing eyes on the ground at every stage of the sourcing and production process."

4X SKUS

TO MARKET VS. COMPETITION

1 MONTH

TIME TO MARKET VS. 4-6 MONTHS
FOR COMPETITION

30%

COST REDUCTION

**100% SUPPLY CHAIN
VISIBILITY**

THROUGH ANVYL PLATFORM



STRATEGY

Use Anvyl's combination of technology and human expertise to create an efficient supply chain

Anvyl's team of supply chain experts took a hands-on approach, helping him navigate the vast network of supplier options, which can seem like a "black box" for new brands. Anvyl helped him source world-class packaging suppliers, choosing the right materials and optimizing the company's product designs for dozens of products. Anvyl oversaw the production process from start to finish, visiting manufacturers to ensure quality and on-time delivery. Anvyl also leveraged the use of their software platform to optimize continued oversight of the production process.

RESULTS

him reduced time to market by two months and launched 4X as many products

Anvyl helped him reduce its production time to just one month. him was also able to increase capacity, launching over a dozen products in a single year—4X more than the competition launched during that period.

him has expanded its relationship with Anvyl, using this software platform to guide their supply chain, gaining visibility into product inventory, order status, and tracking details, freeing up their team to focus on new product innovation and strategic initiatives.



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Hilary Coles, Head of Product for him