

## NEWS RELEASE

# Port Logistics Group Expands Direct-to-Consumer Capabilities with Investment in Whiplash Ecommerce



## Partnership gives both companies strategic advantages in omnichannel fulfillment

LOS ANGELES, February 20, 2018 /PR Newswire/ -- [Port Logistics Group](#), the nation's leading provider of omnichannel logistics services, today announced that it has closed on Series A funding for [Whiplash Merchandising Inc.](#), a Silicon Valley-based ecommerce technology company providing best-in-class integration, order management system (OMS) and warehouse management system (WMS) capabilities to emerging brands. In addition to the financial investment in Whiplash, Port Logistics Group has joined the Whiplash partner network which allows both companies to enhance their operations with expanded customer offerings and responsiveness.

The investment strengthens Port Logistics Group's position as a [direct-to-consumer fulfillment](#) provider given Whiplash's broad ecommerce technology integration capabilities and fast customer onboarding. "Our investment and partnership with Whiplash comes after careful review of the market and listening to what our customers, as leading U.S. retailers and wholesale manufacturers, need to compete," said Greg Morello, President and Chief Commercial Officer for Port Logistics Group, noting the move also makes Port Logistics Group an immediate competitor to serve emerging, online-only retailers. "The Whiplash platform allows us to quickly connect to any of the major shopping cart platforms, provide real-time visibility and OMS capabilities to our customers, and most importantly, leverages our national footprint, labor management, and deep expertise in order fulfillment."

James Marks, Co-founder and CEO of Whiplash said: "By bringing Port Logistics Group on as investors and partners, we're going to see Whiplash power some of the largest, best-run facilities in the country. What that means for our customers is the best tech, operated on the ground by the best people. That's exciting."

The Port Logistics Group-Whiplash partnership brings these advantages:

- **Ecommerce integration:** Port Logistics Group customers will benefit from fast, simple integrations offered by Whiplash to leading ecommerce platforms, such as Shopify, Magento, StitchLabs and Returnly.
- **Software co-development:** both companies will partner on technology projects to enhance their respective platforms, collaborating on best-in-class features and functionality that omnichannel service providers need to compete.
- **Software enhancements:** the Whiplash platform complements Port Logistics Group's current omnichannel WMS platform, EventTracker, used to manage order fulfillment by its customers.
- **Geographic reach and scale:** Port Logistics Group will operate as a partner-operator for Whiplash customers, providing dedicated ecommerce facilities, labor management and value-added services from its network of more than 5.5 million square feet of multi-client warehouse space at major U.S. gateways.

The investment by Port Logistics Group comes as Whiplash releases the latest version of its OMS and WMS system its warehouse partners use to ship from more than 24 Whiplash locations throughout the United States and Europe. Additional Whiplash investors include 500 Startups and Draper Associates, both seed-stage venture capital firms based in Silicon Valley.

“Consumer expectations for a seamless experience and multiple fulfillment options are growing with technology advancements. Our investment in the Whiplash platform and team is a significant step forward in maintaining our position as the leading omnichannel logistics provider,” Morello concluded.

### **About Port Logistics Group**

[Port Logistics Group](https://www.portlogisticsgroup.com/) is the nation's leading provider of omnichannel logistics services, including value-added warehousing and distribution, transloading and crossdocking, ecommerce fulfillment and national transportation. With 5.5 million square feet of warehouse space strategically located in and around major North American ports, Port Logistics Group provides the critical link between international transportation and the last-mile supply chain. For more information, visit: <https://www.portlogisticsgroup.com/>.

### **About Whiplash**

[Whiplash Merchandising Inc.](https://www.getwhiplash.com/) is an ecommerce technology company providing best-in-class integration, order management system (OMS) and warehouse management system (WMS) capabilities to emerging brands. Whiplash enables the digital, omnichannel supply chain with fulfillment technology that transforms complex retail requirements into fail-safe instructions for warehouse employees worldwide. Through its growing partner network, Whiplash-backed facilities are strategically located worldwide. Founded in 2009, Whiplash is based in Silicon Valley, California. For more information, visit: <https://www.getwhiplash.com/>.

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