

How Just Brands optimizes on-shelf availability with Smart Replenishment

In the dynamic world of fashion retail, ensuring that the **right products are on the shelf at the right time** is a constant challenge. **Just Brands**, known for its strong portfolio including **PME Legend**, has mastered this challenge by **leveraging the power of Chainbalance Smart Supply®**. Find out how Just Brands scored **error-free and automated replenishment for 97%** of their EDI customers while **reducing manual effort by 42%**.

Just Brands challenges

- Unpredictable seasonal demand
- Regional sales variations
- EDI data inconsistencies
- Logistical capacity limits
- Retail partner reorder constraints

Chainbalance Smart Supply®

- Smart Merchandise Management Solution
- Smart Replenishment
- Full automation
- Data cleansing and data consistency
- Real-time reactions to sales patterns

Just Brands results

- Automated, error-free replenishment for 97% of EDI customers
- Workload reduction of 42%
- Strengthened retail partnerships across markets increased customer satisfaction
- Sales Increase

The importance of on-shelf availability (OSA)

For Just Brands, **on-shelf availability** means that customers can **always find the products** they want, whether it's their staple **NOS items** or **fast-moving seasonal bestsellers**. High OSA is critical to:

- Prevent revenue loss from out-of-stocks
- Build customer trust and satisfaction
- Streamline the supply chain
- Protect the brand image
- Maximize productivity at the point of sale

Pain points in replenishment

Maintaining a **high OSA** is critical but **difficult without quick reactions**. Managing **replenishment** comes with **unique challenges**:

- Unpredictable demand, especially for weather-sensitive or trend-driven products
- Regional differences in sales velocity
- EDI data quality and timeliness
- Logistical bottlenecks during peak seasons
- Reorder limitations and capital constraints at retail partners
- Limited in-store space and staff capacity



- Dutch menswear company with three labels
- Vanguard, PME Legend, Cast Iron
- 1,500 POS worldwide
- Countries: Germany, Austria, Switzerland, Netherlands, Belgium, Luxemburg

How Chainbalance drives Smart(er) Replenishment at Just Brands

Chainbalance has become the **backbone of Just Brands' replenishment strategy**. With **97%** of their **EDI-connected German** customers now fully managed via Chainbalance, the benefits are clear:

- Automated error-free order proposals
- Flexibility to account for varying delivery lead times
- Multiple reorder cycles per week
- Fast adjustments for promotions, weather, and holidays
- Seamless integration for both NOS and seasonal products

A standout **improvement** came with the **introduction of automated weekly order proposals for seasonal products**. What once took half a day for 10 customers now takes **just 10 minutes per customer**, benefiting both Just Brands and their retail partners with a **manual workload reduction of 42%**. All in all, they are **three times faster** with Chainbalance, meaning they can process 3 times as many customers.

Real-time insights, real-time reactions

97 %
less
errors

With near-daily EDI updates, **store-level sales and stock data are constantly analyzed** by Chainbalance. This enables:

- Immediate replenishment of fast-selling items
- Data-driven decision-making for seasonal adjustments
- Close collaboration with sales managers, brand promoters, and store staff

Flexibility powered by preparation

If an item suddenly becomes a **bestseller**, Just Brands can **react within 1-2 days**, thanks to:

- Transparent real-time data
- Agile logistics
- Sufficient NOS and seasonal reserves
- Trusted partnerships with retailers

42 %
less
manual
effort



“Flexibility is not a coincidence, but the result of structured preparation, intelligent solutions, and well-established processes.”

Jana Sonnenschein, Stock & Sales/ Merchandise Planning at Just Brands

Trusted longterm relationship for successful growth

Just Brands' collaboration with **Chainbalance** showcases how **data-driven replenishment**, combined with **strong retail partnerships**, leads to **superior on-shelf availability and ultimately, happier customers**.

Do you want to optimize your daily replenishment process and on-shelf availability?
Contact us at info@chainbalance.com