

# Product Personalisation

## A Powerful Differentiator for Beauty Brands

Beauty product personalisation has been growing in popularity in line with a flourishing demand for gifting. More and more customers are willing to pay extra for adding a personal touch to a beauty gift.





## Why Offer Personalisation?

These days, beauty customers are well used to offers, communications and buying experiences uniquely tailored for them. As demand grows for bespoke, top-quality customer journeys, consumers will expect brands to offer product personalisation as part of the buying process. In return, beauty brands are set to benefit from greater differentiation, more competitive advantage, enhanced loyalty and higher basket spend.

Research shows that personalisation at scale can yield a 2%\* rise in total sales by increasing loyalty and share of spend. Also, many consumers will happily share some data in return for a more personalised customer experience or product. By using that customer data to target and personalise their communications and promotions, beauty retailers can cut their marketing and sales costs by as much as 20%\*.



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## Fulfilment-Stage Personalisation

One of the easiest and most cost-effective ways to implement product personalisation is at fulfilment stage, where **items can be engraved or embossed to order** as part of the fulfilment process. Prior to working with us, many of our clients outsourced their personalisation to third-party companies, which often led to delays in fulfilling orders or problems with quality control. Many more found themselves unable to offer personalisation at all.

Bringing their personalisation function to ILG and integrating with our fulfilment operation gives our clients access to the best personalisation machinery and a team of experienced, highly skilled fulfilment staff. All our operators undergo thorough training and brand familiarisation to understand each clients' needs and ensure our personalisation services are fast, precise and professional.

Today, we believe our specialisation in product personalisation has helped to establish ILG as a standout 3PL, especially in the beauty, fashion and wellbeing fulfilment sectors.

## Considerations:



**Order Scalability** - when choosing a fulfilment partner to handle your beauty product personalisation, think about its ability to up-scale to meet your future needs. If your business takes off and demand increases six-fold, would it be able to build capacity in its personalisation processes?



**Effective Training** - the risk of accidental spoilage of your valuable beauty products during personalisation highlights the importance of using skilled machine operators. Careless mistakes, such as misspellings or use of the wrong colour, could easily make a product unsaleable. This potential for costly errors may be why relatively few fulfilment companies offer personalisation services. At ILG, we ensure our staff are expertly trained in the handling of beauty products and maintain an excellent record for reliability.



**Minimise Downtime** - the purchase and maintenance of personalisation equipment is often the responsibility of the beauty brand rather than the outsourced fulfilment partner. Make sure your maintenance and servicing agreements are sufficient, as any equipment failures can lead to costly downtime and a backlog in your order deliveries.



**Good Connection** - ensure your website makes it easy for your customer to add personalised names, messages or graphics to their order. Also, your site must be properly configured to send your customers' instructions to your fulfilment partner, so it has all the relevant details in place to perform personalisation.



## Rewarding Partnerships

We are seeing a growing number of ILG's beauty customers offering product personalisation at fulfilment stage. Global cosmetics brand Charlotte Tilbury requires us to process thousands of orders per day, all with tailored inserts, and many needing product personalisation or gift-wrapping. We source the best machinery on behalf of Charlotte Tilbury and train our staff to manage the process. Personalisation requires great care and attention to detail, as goods are taken out of their packaging, laser-engraved, and then repackaged before dispatch.

**Charlotte Tilbury is a long-standing ILG client.** Since 2013, we have been dedicated to meeting their requirements and growing with them. From the implementation of gift messaging in 2017, to establishing product personalisation in 2019, we continue to offer Charlotte Tilbury a wide choice of value-added services.



“ILG is a company shot through with passion and professionalism at every level. They truly stand out in their industry and understand the importance of building a rewarding and sustainable business partnership.”

**Head of Operations, Charlotte Tilbury**

**Right now, product personalisation may seem like a big investment, but in a couple of years we can expect it to become the norm. Personalisation is a good way to differentiate your brand and get ahead of the competition.**

ARK  
SKINCARE

Charlotte Tilbury

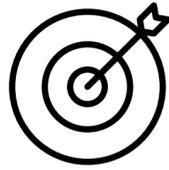
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## Value-Add: Part of ILG's Mission

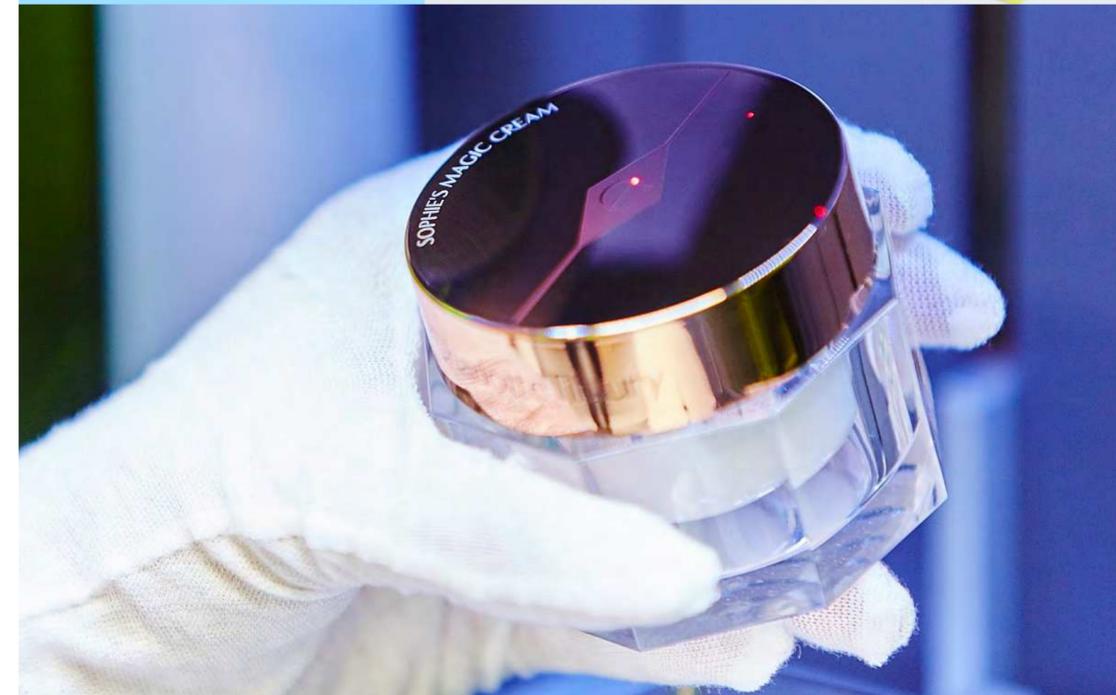
At ILG, our mission is to make our clients more successful. By investing in high-quality, value-add fulfilment services, we deliver exceptional, on-brand customer experiences and differentiate ourselves as a supplier of choice.

For more information on setting up your beauty product personalisation, please call ILG on:

**0844 264 8000** or

[Visit our Website](#)

[ilguk.com/fulfilment-services/beauty/](http://ilguk.com/fulfilment-services/beauty/)



# About ILG

Founded in 1990, ILG is a market leader in outsourced order fulfilment and delivery. With the latest technology, state-of-the-art facilities and expert, highly trained staff, we specialise in retail and e-commerce fulfilment for beauty, fashion and wellbeing brands. **We employ over 500 people in the UK and EU, and serve over 350 customers worldwide**, from fast-growth e-commerce businesses to high-profile retail brands. As part of Yusen Logistics, we offer global air, road and sea freight services.

## Fulfilment Across the EU and UK

Following the UK's exit from the EU, we continue to help e-commerce and retail brands overcome their post-Brexit fulfilment challenges, ease cross-border deliveries and access high-value UK customers. **We operate 11 specialised fulfilment facilities in the UK and EU**, supported by a network of **104 Yusen storage locations throughout Europe**.



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ILG is CEW's fulfilment  
and delivery partner

