



Case study

# Snowdon Timber

How Snowdon Timber streamlines ecommerce operations with Linnworks integration



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# Fast-growing timber retailer improves inventory accuracy and fulfilment efficiency across multiple marketplaces

**Snowdon Timber, a North Wales-based timber retailer, has transformed its ecommerce operations through a partnership with Linnworks, a leading platform for inventory and order management. The move has enabled Snowdon Timber to automate key processes, centralise stock control, and sustain its rapid growth across major online marketplaces.**

Founded in 2019 by a timber industry specialist with over a decade of experience, Snowdon Timber quickly established itself as a rising force in the online DIY market. This momentum accelerated during the pandemic, when a surge in home improvement activity drove demand across the sector. Today, the business sells through prominent platforms including B&Q Marketplace, Amazon, eBay and Temu, delivering a broad range of timber products directly to customers across the UK.



However, as its ecommerce footprint grew and order volumes increased, the drawbacks of relying on manual processes soon became apparent. Inventory was being tracked via spreadsheets, and product listings were managed separately on each sales platform. This approach led to stock discrepancies, overselling and stock out incidents, and other workflow inefficiencies that posed a threat to the company's continued growth. What is more, relying on these processes also leading to challenges in fulfilling timely deliveries, especially with large timber that was proving difficult to transport effectively, and within expected timeframes.

To address these challenges, Snowdon Timber partnered with Linnworks to streamline operations across its ecommerce channels. Through Linnworks, the business gained access to an integrated platform that connects inventory, listings and order management under one unified system. The result has been a clear and significant improvement in accuracy, consistency and efficiency across the business.



## Key benefits of the partnership include:

- Real-time inventory visibility and synchronisation across all marketplaces, reducing the risk of overselling and enhancing customer satisfaction
- Consistent, standardised product listings, saving time and minimising human error as part of the process
- Automated fulfilment processes, including batch order printing and dispatch handling, enabling the team to process over 200 orders per day without adding additional strain and overcoming delivery time challenges

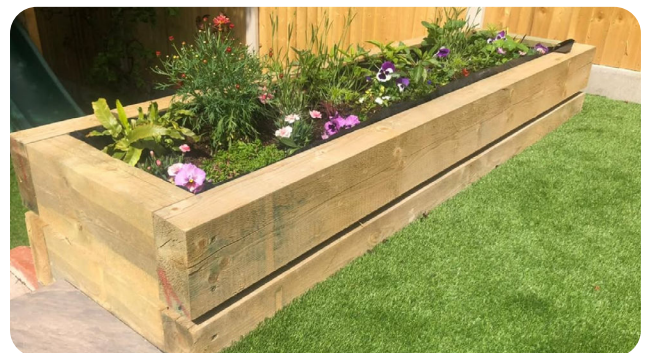
Jody Goode, CEO, Snowdon Timber, said: “Partnering with Linnworks has enabled us to futureproof our business operations. It’s helped us move from a reactive way of working to a model that’s scalable, controlled, and fit for purpose as we continue to grow. We have found as a business that having our systems connected together in one place and streamlined together means we can stay focused on our customers while confidently building for the future.”

Chris Timmer, CEO, Linnworks, said: “Snowdon Timber is a great example of how a forward-thinking retailer can use the power of automation to overcome the growing pains of scaling online. These challenges are experienced by businesses all over the country as they scale and grow, but when equipped with the right tools, they can turn these opportunities into meaningful growth.



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**Jody Goode, CEO, Snowdon Timber**



“By simplifying complex operations and bringing all sales channels into one place, Linnworks enables businesses like Snowdon Timber to focus on delivering exceptional service while continuing to grow at pace. It’s exactly the kind of partnership that shows how smarter workflows can give retailers the edge over their competitors, and step up to meet the expectations of customers and clients in the industry today.”

Looking ahead, Snowdon Timber intends to embrace automation further within the business, integrating it deeper within internal systems, and seeking improvements to warehouse layout and operations including inventory zoning and support for product bundles.

These developments coincide with the phased build-out of a new industrial site in North Wales, which will support greater storage capacity and expand the company’s infrastructure.



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