20+ Years In: How ProShip Became One of the Pillars of Rubies DTC's Operation

> "THERE ARE THREE IT PILLARS INSIDE OUR OPERATION: THE PICKING SOFTWARE, THE WMS, AND PROSHIP. WITHOUT THOSE, WE'RE NOT RUNNING."
>
> JOE PLASSMEYER, DIRECTOR OF OPERATIONS, RUBIES DTC

WHY PROSHIP

- **Scalability for seasonal volume surges (1.7M packages in 9 weeks)**
- **Configurability for evolving business rules across 80-90 retail partners**
- **Deep integration with Blue Yonder WMS and warehouse automation**
- **Multi-carrier flexibility with third-party billing at scale**
- **Self-service platform their IT team could own and extend**

1.7 million packages shipped in a 9-week peak season

24 → 2 shipping stations at peak season through pre-manifesting

12,000 hours of labor saved in a single peak season through pre-manifesting

CHALLENGE

Rubies DTC (formerly BuySeasons) is one of the largest online retailers of costumes, accessories, and party supplies in the U.S. When your business revolves around Halloween, peak season means shipping 1.7 million packages in a nine-week window. For years, that volume was handled by scan-and-ship at individual stations, with 24 running simultaneously at peak, each requiring dedicated labor. As Rubies expanded into B2B and dropship fulfillment for roughly 80 to 90 retail partners, the complexity compounded: every partner brought its own carrier accounts, billing rules, and compliance requirements. After Rubies Costume Company acquired BuySeasons in 2017, the team needed their shipping platform to absorb that growth without scaling headcount alongside it.

SOLUTION

Working directly with ProShip's engineering team, Rubies integrated ProShip with their Blue Yonder WMS to pre-manifest shipping labels before the pick process begins. When a picker pulls a pick ticket, the label is already attached. There is no scanning station or dedicated shipping labor. This compressed 24 peak season shipping stations down to just two for exceptions, saving approximately 12,000 hours of labor in a single peak season. ProShip also serves as an inline quality gate: every package passes through conveyor-mounted scales and scanners that verify the label is still valid, the package weight is within tolerance, and these have been completed in under a second.

ProShip's configurability is what makes the relationship work over 20-plus years (and counting). As Rubies added dropship partners, carriers (DHL, Purolator, RR Donnelley, CanadaPost), and retail partners with unique compliance requirements, ProShip's business rules absorbed each layer. Rubies' IT team manages much of the system independently. When they do need ProShip, the access is direct and the response is fast.

BENEFITS

- **Pre-manifesting saves approximately 12,000 hours of labor per peak season**
- **Scaled to 1.7 million packages in 9 weeks without adding shipping headcount**
- **Sub-second response times for label generation and inline validation**
- **Reduced shipping station footprint from 24 to 1–2 at peak**
- **Self-service configurability reduces vendor dependency**
- **Supports 80–90 retail partner accounts with third-party billing**
- **Expanding to a second facility, replacing an existing shipping solution**

ProShip