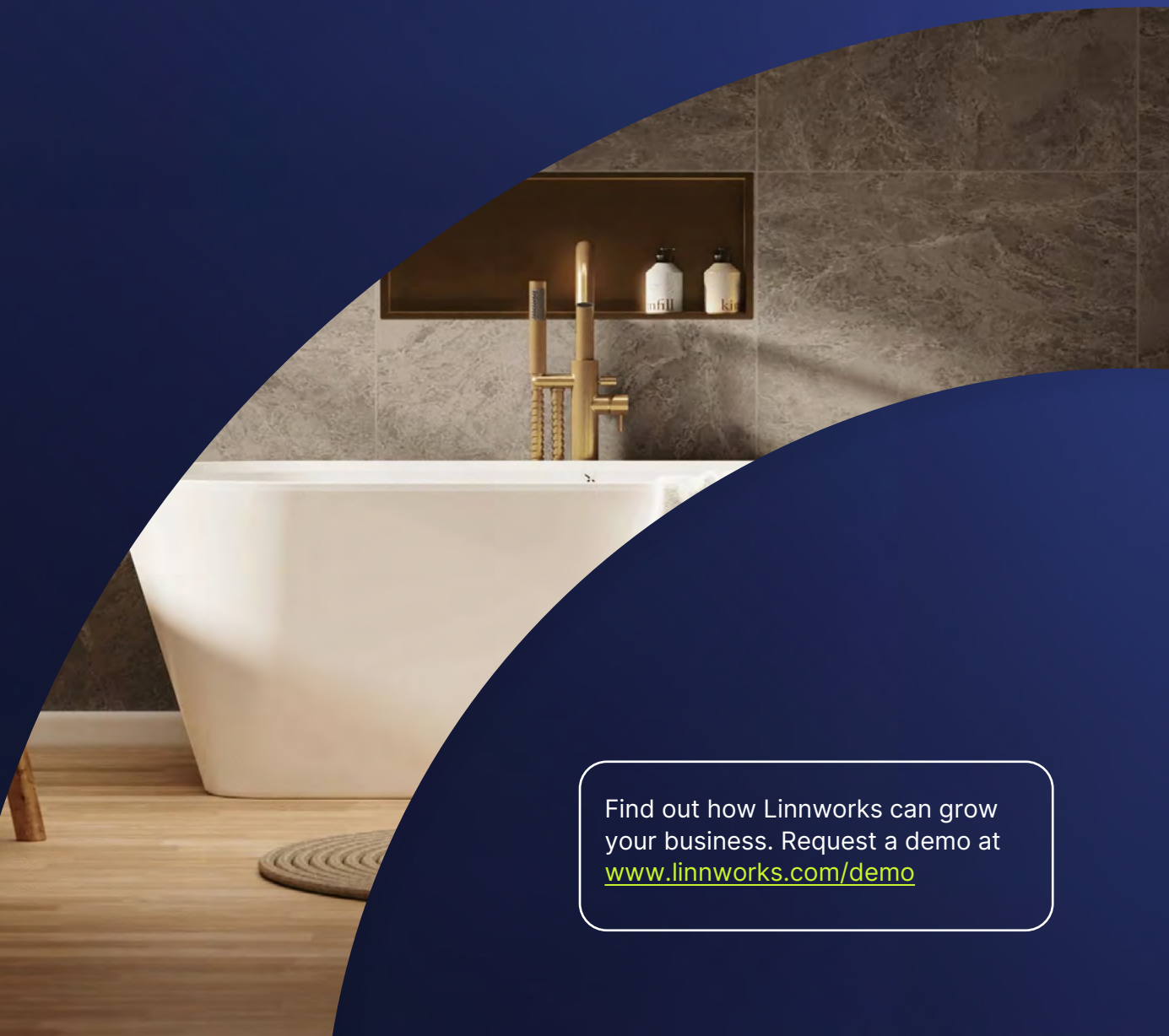




Case study

# UK Bathroomstore

How UK Bathroomstore freed the equivalent of three full-time roles with Linnworks



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# How UK Bathroomstore freed the equivalent of three full-time roles with Linnworks

**35%+** reduction in overstocked and aged SKU lines

**70%+** fewer invoice price discrepancies

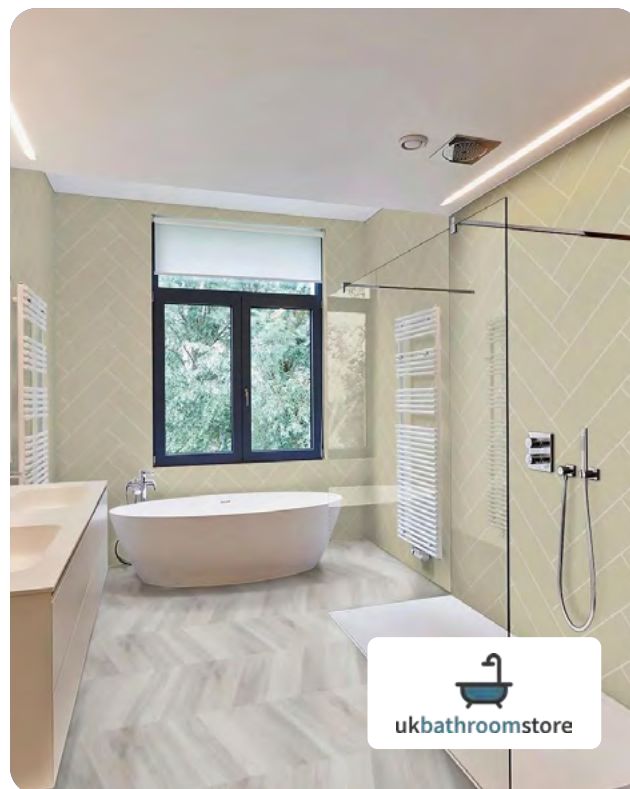
**£215k+** in revenue recovered from cancelled orders

UK Bathroomstore had been running on a broken Magento installation for years—with manual processes at every turn. Since implementing Linnworks in 2021, the business has been transformed: freed from repetitive tasks, equipped with reliable data, and now scaling up with confidence.

## About UK Bathroomstore

Founded in Morecambe, Lancashire in October 2007, UK Bathroomstore is an independent retailer of high-end bathroom fixtures and fittings, supplying customers across the UK. Now approaching 20 years in business, the company sells across several Shopify sites and Mirakl marketplaces, serving both retail and trade customers.

What makes UK Bathroomstore stand out is its people. The team brings deep, hands-on expertise gained across showrooms, trade counters, and manufacturers. That combination of knowledge and a well curated mix of brands means the business can serve any customer, whatever their need.



## The challenge: Manual processes at every turn

Before Linnworks, UK Bathroomstore was operating on an old and heavily degraded Magento installation paired with Unleashed for stock and order management. There was a complete lack of visibility across the business and almost nothing worked the way it should, and the team felt it every day:

- Purchase orders were error-prone, with incorrect stock being ordered, resulting in restocking charges or unnecessary stock holding costs
- Overstocked and aged SKU lines built up with no easy way to identify or act on them
- Supplier price lists were difficult to maintain, leaving invoice discrepancies undetected and supplier overpayments going unchallenged
- Order errors left customers waiting too long—driving cancellations that cost the business over £215,000 in lost revenue



Before Linnworks, we know all the manual processing equated to approximately 3 members of staff full time. We were losing money on incorrect purchase orders and losing orders by not being able to move quickly enough.

**Gary, Founder & Managing Director  
UK Bathroomstore**

## Choosing the right solution

The evaluation process was straightforward and practical. The team documented every pain point and every improvement they wanted. The key requirements were clear: aggregate orders from multiple channels into a single centralized workflow, automate shipping as a fully integrated solution, and give meaningful control over purchasing to take advantage of preferential rates on quantities.

Linnworks was the only platform that could demonstrate it could address every item on the list. The deciding factor, beyond solving the immediate problems, was the flexibility it offered, the ability to specify modifications tailored to the business's exact requirements, and the confidence that it could keep pace as the business evolved.



## Getting started: A clean install, on their own terms

Given the state of the legacy systems, the team made a deliberate decision to start fresh—spending time cleaning up their data, leaving old orders in the existing system for reference only, and building a clean Linnworks installation from the ground up. The short-term inconvenience was well worth the long-term benefit of a solid foundation.

The breadth of Linnworks' features meant there was a learning curve, but the team were willing to explore, and quickly began uncovering capabilities they hadn't originally planned to use.



Having Linnworks as the central hub enabled us to take a completely different approach to the migration. We built the new store at our own pace and launched when we were ready.

**Gary, Founder & Managing Director  
UK Bathroomstore**

## The impact: Price discrepancies down 70%

UK Bathroomstore now uses Linnworks across most areas of the business on a daily basis, building custom automations that have changed how the business operates at a fundamental level. Beyond the headline numbers, day-to-day life looks fundamentally different.

- Freed the equivalent of three full-time roles from manual processing — team members remain with the business but now work in more productive, fulfilling roles
- Overstocked and aged SKU lines reduced by 35%+ — better purchasing visibility means problem stock is identified and acted on quickly, with no more capital tied up in stock that isn't moving
- Invoice price discrepancies down by more than 70% due to streamlined price list management, saving the accounts team approximately 20 hours per week and ending the supplier overpayments that had previously gone undetected
- Cancelled orders down significantly, recovering over £215,000 in revenue previously lost to fulfilment errors
- Dropshipping workflow fully automated — orders are passed through to Linnworks, a PO is automatically created and sent directly to the supplier with the customer's delivery details, cutting the time from order to delivery significantly
- Completed a Magento-to-Shopify migration that would have been near-impossible by conventional means — using Linnworks as the product data hub to build and launch the new store at their own pace
- Launched two additional Shopify stores and multiple new marketplace integrations without disrupting centralised stock, ordering, or logistics

- Team confidence improved significantly — staff feel empowered to find solutions and explore linnworks features.



We now strategise on how to utilise the features to get growth rather than firefight. We were stressed before Linnworks, spending hours on repetitive tasks for little or no gain. Now we have a solution we are confident in, that we can see works, and that we can keep improving.

**Gary, Founder & Managing Director**  
**UK Bathroomstore**

## Growing with confidence

With plans to more than double the size of the business within the next 18 months to two years, UK Bathroomstore is entering its most ambitious phase yet. Two things give them confidence that the infrastructure can handle it.

The first is data. Linnworks now gives the team visibility they never had before—the kind of reliable, actionable insight that informs decisions rather than leaving them to guesswork. The second is scalability. Because the automations aren't tied to headcount, volume can grow without a corresponding increase in the time needed to process it.

The relationship with Linnworks is also evolving. What began as solving immediate operational problems is becoming an ongoing collaboration—with further custom additions to their install planned as the business continues to develop.



Find out how Linnworks can grow your business.  
**Request a demo at [www.linnworks.com/demo](http://www.linnworks.com/demo)**