



Case study

Liberty

From platform friction to scale: How Liberty
streamlined **2,800 SKUs** and reclaimed time
for growth



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Managing 2,800 SKUs—plus hundreds of composite listings—requires absolute accuracy. For Liberty, where over 25% of products are bundled items and customers constantly track availability, there's no room for error. After more than a decade on a platform that struggled to support this complexity, Liberty turned to Linnworks to regain control and scale more efficiently.

About Liberty

Founded in 1965 as a brick-and-mortar store in Dallas, Texas, Liberty has been selling online since 2000. Today, the business operates across eBay and its own BigCommerce website, serving B2C customers across the United States.

What makes Liberty distinctive is a wide, ever-changing product catalog that includes scarce and hard-to-find items. Customers return frequently—not just to buy, but to monitor what's available. That kind of customer behaviour demands accurate, real-time inventory visibility at all times.

A rigid platform holding the business back

For years, Liberty relied on a platform that had become increasingly difficult to work with. The core problem was inflexibility. The system couldn't be customised to fit Liberty's unique workflows, which meant the team was constantly fighting the software rather than focusing on the business.

Platform outages and inconsistencies made the situation worse, preventing accurate stock levels and prices from being displayed in real time. With customers actively monitoring the catalog, even small discrepancies eroded trust and risked lost sales.

Operationally, the cost was significant. Efficiency dropped as staff spent more time navigating workarounds than doing meaningful work. The platform had accumulated so many challenges over the years, onboarding new team members became a real challenge.



We were fighting the platform every day. Simple tasks turned into multi-step workarounds, and it slowed everything down.

Michael Berkman
General Manager, Liberty

Finding a solution built for flexibility

Liberty started its search by evaluating platforms recommended by its core sales channels, focusing specifically on solutions with a proven track record on eBay and BigCommerce.

Three criteria quickly emerged as non-negotiable: reliability, customization, and ease of use. Linnworks met all three. What set Linnworks apart was the confidence it gave Liberty that not only could it solve the immediate problems—but that the platform had the depth and development capability to support the business as it continued to grow.

A smoother transition than expected

After more than a decade on the same platform, the prospect of switching felt daunting. That perception changed quickly once the process began.

Linnworks involved developers early to ensure Liberty's customization requirements were understood from the outset. The result was an onboarding experience that moved quickly and instilled confidence throughout the team. Despite initial concerns, staff found the platform intuitive and were comfortable using it faster than anyone anticipated.



After jumping in and testing Linnworks, everyone felt extremely comfortable with the change. Surprisingly quickly.

Michael Berkman
General Manager, Liberty

Simplifying day-to-day operations

Today, Linnworks sits at the heart of Liberty's operations. Managing nearly 2,800 active SKUs across eBay and BigCommerce, the managing partner relies most heavily on reporting, inventory management, and order filtering to keep a fast-moving catalog under control and ensure products are consistently available to customers.

The scale of that catalog adds its own complexity. Over 25% Liberty's listings — are composite items: bundles made up of multiple individual SKUs.



A composite listing's availability is determined by the lowest stock count among its component parts, so keeping those figures accurate and in sync across both sales channels simultaneously is critical. With a customer base that actively monitors the catalog for scarce items, any discrepancy between what's shown and what can actually be fulfilled risks both lost sales and lost trust.

This is where virtual stock management has had a particularly strong impact. What was previously a clunky, error-prone process — often requiring multiple steps with a real risk of mistakes — is now immediate and reliable. Adjustments can be made in seconds, giving Liberty the confidence to list and manage composite items at scale across both channels without the operational overhead that would previously have made it unworkable.



The ability to add or edit virtual stock quantities is something I use constantly. Our previous platform had something similar, but it was difficult to manage and prone to errors. Now it takes seconds, and I have complete confidence in it.

Michael Berkman
General Manager, Liberty

The ability to sell composites reliably has also opened up a meaningful revenue opportunity. By bundling individual items into curated listings, Liberty can offer combinations that customers wouldn't find elsewhere — particularly valuable in a collectibles market where scarcity and curation drive purchasing decisions. Linnworks keeps the underlying stock accurately reflected at all times, meaning the business can pursue this opportunity without the risk of overselling.

The impact: Efficiency that drives growth

Since switching to Linnworks, Liberty has seen a clear transformation across the business. The shift in operational efficiency has been tangible—and it's translating directly into better business performance.

Key outcomes include:

- Significant time savings across daily operations, freeing the team to focus on revenue-generating work
- Faster, simpler processes that reduce reliance on manual workarounds and lower the risk of errors
- Improved inventory visibility, helping maximise product availability and reduce missed sales opportunities
- A smoother onboarding experience for new staff, thanks to a more intuitive platform with fewer quirks

For leadership, the value goes beyond operational metrics. There's now confidence in the platform—confidence that the business is running on something robust and reliable, backed by a team at Linnworks who genuinely care about their customers' success.



Our team is spending far less time on admin and much more time on activities that actually drive revenue. That shift alone has made a huge difference.

Michael Berkman
General Manager, Liberty

Building for the future

With a stronger operational foundation in place, Liberty is now focused on expanding its product catalog and exploring new marketplace opportunities. The plan is to continue adding customizations as the business evolves, automating more processes and reducing manual overhead further.

The partnership with Linnworks is also shifting in character—from solving immediate problems to proactively improving and scaling the business together.



Switching platforms can seem like a herculean effort. The transition to Linnworks was not only easier than anticipated, but yielded major improvements immediately. Looking back, I wish we had made the change many years earlier.

Michael Berkman
General Manager, Liberty



I think I can count on one finger in two years how many times something hasn't quite gone right — and it was sorted within hours. It just works.

Chris Thomas
Founder, A1 Graphics

139% increase in orders in two years

Since switching to Linnworks, A1 Graphics has seen consistent growth across every key metric. The operational improvements have translated directly into business performance.

- **139%** increase in orders over two years
- **21.4%** increase in average order value
- **200,000+** orders processed per year across Amazon, eBay, Etsy, and TikTok Shop
- **730 hours** saved annually on print and dispatch, with an estimated 5 hours per day saved across the business
- **90,000** SKUs managed across four channels from a single platform
- New product launches accelerated — **200+** new designs brought to market in under 2 weeks

Building for what comes next

A1 Graphics has plans for significant growth within the next 18 months. The roadmap includes automated packing — barcode scanning integrated into the fulfilment workflow, automated label generation, and eventually automated packaging machinery. A1 Graphics wanted a system they could grow with, and Linnworks offers exactly that.

Ten people, one facility in a small town in the South of Scotland, open every day of the year, competing at scale with global reach across major marketplaces. The internet does not stop, as Chris puts it — and neither do they. What makes that possible is a platform at the centre of it all, a platform they can rely on.



Linnworks is a core part of our business. It is massive. Without it we would struggle. I can't even quantify how much time and money it saves us — it just works.

Chris Thomas
Founder, A1 Graphics



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