linnworks

Case study

Stockk

How Stockk achieved 25% annual growth and shipped almost one million units with Linnworks

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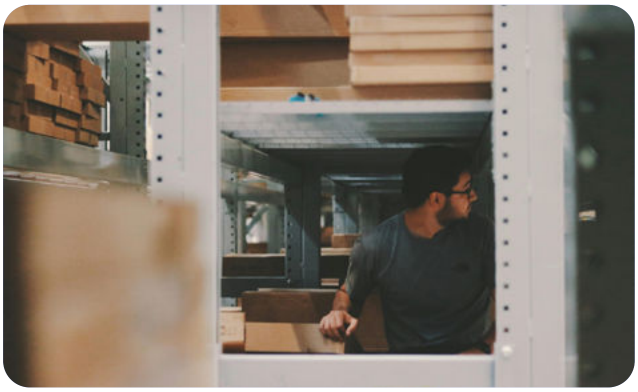
Stockk doesn't sell predictable inventory. It buys surplus and excess stock from over 150 of the UK's and Europe's biggest brands and moves it fast through wholesale along with selective marketplaces which allow full control. Without ever knowing exactly what's coming next.

Before Linnworks, disconnected tools meant every customer had its own version of the truth: inventory out of sync, products managed manually, and no single view of what was selling. Since implementing Linnworks, the business has grown 25% year on year, scaled to thousands of customers, distributed almost one million units, and moved from a 6,000 sq ft warehouse to a 60,000 sq. ft facility.

Built on relationships, run on deals

Stockk was founded four years ago in Manchester by two co-founders with complementary skills. One heads up buying and sales with more than ten years of experience including 7 years at a major homeware PLC. The other partner completely transformed his family business, taking it from the stone age into the modern digital era at a young age.



Recognising the potential of software and functionality, he decided to pursue it and now oversees the entire operational side of the business. From managing the warehouse and network to implementing the systems that keep all orders moving efficiently, he ensures the business runs seamlessly every day. Between them, they've built something special: a surplus stock business that 150+ of the UK's biggest brands trust to move their excess inventory discreetly, without disrupting their established sales channels.

That trust is the foundation of everything. It's what gives Stockk access to volume, and volume is what keeps prices competitive. "The fact that some of the biggest brands in the world are dealing with us is great," the co-founder explains. "We can push that back onto our customers and give them the best prices, because we've got those relationships and the infrastructure to buy in serious volumes."

The challenge: Every channel tells a different story

Before Linnworks, Stockk was managing inventory sync, SKU's, add-ons, and accounting through disconnected tools. Each customer operated independently. For a business built on speed, buying opportunistically and moving stock fast, that fragmentation was a direct risk. Stock quantity out of sync means overselling. Stock managed manually across a growing business across multiple customers meant errors and missed opportunities. And without a single view of what's selling and what isn't, buying decisions become guesswork.

"The challenges were stock inventory sync, the add-ons, the accounting, nothing was a one-stop shop."

Built on confidence

When Stockk set out to find an operations platform, the team evaluated several different solutions. But from the very first conversation, Linnworks stood apart.

"It just felt like it was built for exactly the type of business we were trying to run", the co-founder explains.

"We love Linnworks. We couldn't run our business without it. There are other software platforms out there, but we're very pleased we chose Linnworks. It's been the backbone of our business and gives us the stability and confidence to grow."

One platform. Every customer. Every decision.

At the centre of StockK's operation is Linnworks. Every customer, order and inventory movement flows through a single platform, giving the team complete visibility across the business. As orders are placed, inventory is synchronised in real time, ensuring stock levels remain accurate across every customer and sales channel without manual intervention.

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Co-founder, Stockk

That single source of truth has transformed how the business operates. The team can instantly see what's selling, where products are moving, and where inventory should be allocated. Pricing is managed centrally too, allowing Stockk to account for different customer fees, charges and commercial agreements while protecting margins across every sale.
For a business that thrives on speed and opportunity, having reliable, real-time data has become indispensable.

Turning data into decisions

Stockk doesn't rely on guesswork. Every purchasing decision is informed by data pulled directly from Linnworks. The team monitors weeks of stock cover, SKU performance, customer demand and sales trends to decide what to buy next and where products should be sold.

Traditional forecasting isn't always possible in their business model. Opportunities appear quickly, stock is often bought in volume, and every purchasing decision carries risk. That's where the platform's reporting becomes invaluable.

"We love Insights. We run our business through it. Data is such a massive powerhouse for us."

The same visibility helps optimize inventory after it's been purchased. Products that aren't performing well online can quickly be redirected to wholesale customers, while repeat-buy behaviour helps inform future purchasing decisions.

Rather than relying on instinct, every decision is supported by evidence.

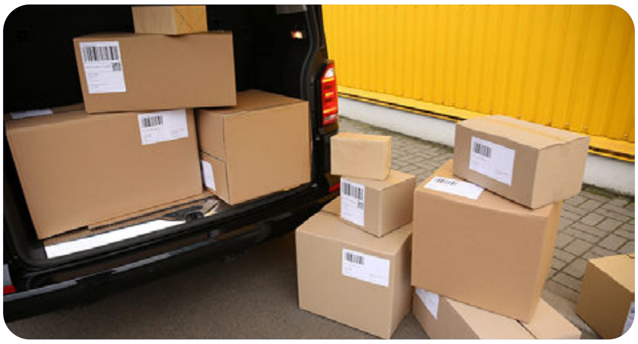
"When we buy 1,500 kettles, that's it, we're only as good as our last deal. That's scary in this business, but it can also be a great thing. Linnworks helps us make much more sensible decisions because they're based on data."

For Stockk, Linnworks has become far more than an inventory management system. It's the platform that underpins every order, every purchasing decision and every stage of the company's growth.

From 6,000sq ft to 60,000: the warehouse that had to keep up

Four years ago, Stockk operated from a 6,000 sq ft warehouse. Today it's 60,000 sq ft, with ambitions to reach 200,000. The operation inside it has been rebuilt around Linnworks.

Each day starts with getting the orders ready. Warehouse operatives work by pick ID. Throughput is visible in real time. Barcode scanning transformed accuracy, the team are now error free with a 100% accuracy rate. Four full-time warehouse staff now handle an order book that has grown more than 150% since 2023 without growing the team at the same rate.



The impact: almost one million units and 25% growth every year

Since implementing Linnworks, Stockk has grown consistently across every metric.

Metric	Result
Active SKU's	**244 → 2,513**
Annual orders	**152%+ increase**
Units delivered	**Almost 1 million**
Year-on-year growth	**25% every year since launch**
Warehouse footprint	**6,000 sq ft → 60,000 sq ft**
Order error rate	**Reduced to almost 0%**
On time delivery	**97%**

> Linnworks has helped us grow year on year. It's helped us grow into different territories and regions. It's a data powerhouse — we love everything about being able to store our data. And finally, it's helped take our business to the next level.
>
> **Co-founder, Stockk**

Find out how Linnworks can grow your business.
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