



Case study: Estrid

ESTRID

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Since its launch in 2019, Estrid has made a strong impression in the beauty industry. With its vegan razor, the company has not only challenged traditional norms but also built a value-driven brand centered around sustainability and quality. What began as a direct-to-consumer success with subscriptions for razors and refill blades has quickly grown into an expansive, international player.

Today, Estrid combines eCommerce with a strong retail presence and is available in 13,500 stores across Europe. The company operates two main warehouses, one in the UK and one in the Netherlands, as well as two component warehouses.

This rapid growth has brought new demands on inventory management, purchasing, and logistics. To continue scaling efficiently while maintaining a high-quality customer experience, Estrid Studios chose to automate and optimize its purchasing planning with EazyStock.

We spoke with Patrik Boström, Operations Development Manager, who is responsible for developing Estrid's operational processes, with a focus on supply chain and support system.





The challenge

As Estrid's growth accelerated and its product range expanded, it became clear that existing purchasing and inventory management methods were no longer sufficient.

"When I started, there wasn't much data behind our purchasing. It was mostly based on gut feeling, or buying when we noticed stock was running low," says Patrik Boström, Operations Development Manager at Estrid.

To bring more structure, the team developed tools in Google Sheets to generate order suggestions, including calculations for safety stock, reorder points, and order quantities based on lead times. Initially, this worked well.

"It worked great when we had a limited number of SKUs and the B2B channel was still relatively small. But as we grew, added more customers, and expanded our assortment, the spreadsheet grew with us. Eventually, it became a bit of a monster, slow to work in and very dependent on individuals."

Manual handling also became a risk factor. Processing data required significant manual intervention, increasing the risk of costly human errors.

“It became cumbersome, and like with all manual work, there’s always a risk of mistakes, which can be very expensive.”

Eventually, Estrid reached a breaking point. Maintaining the spreadsheets became nearly a full-time job, leaving little time for process development, a critical task for a fast-growing company.

“To free up time and drive improvements, the natural next step was to look into an inventory management system,” Patrik explains.



The solution



The solution

After evaluating several options, Estrid chose EazyStock, a solution that combined advanced functionality with a ready-made integration to Microsoft Business Central.

“When we compared it to other competitors, we felt that EazyStock had a different level of robustness and reliability. It also had the supply chain calculations we were used to, and it was clear that you could help us automate and optimize our purchasing decisions,” says Patrik.

For Estrid, it was crucial to find a solution that could scale with the business while freeing up time from manual tasks.

“We saw that we were getting a lot of value for money. Of course, there are larger systems out there, but for us, EazyStock was the perfect fit. And we got a really good feeling from the team, it felt safe and secure to get started.”

With EazyStock in place, Estrid took a crucial step toward creating a more data-driven, sustainable, and scalable purchasing process.



The results

Implementing EazyStock was quick and smooth, despite Estrid's complex flows and product structures. From the start, the team felt confident in the collaboration.

"I think it worked super well. Our Customer Success Manager, Jörgen, was very thorough and really understood how our flows work and our business, which is absolutely crucial. If you don't understand the business, it's hard to set up the right structure. It felt very reassuring," says Patrik.

Estrid works with bill of material (BOM) structures, assembly products, and multiple warehouse locations. Being able to break down the entire demand flow was essential for optimizing inventory.

"We got up and running quickly, even though it required some iteration to adapt to our flows. We also had internal training, and the implementation itself was very smooth."

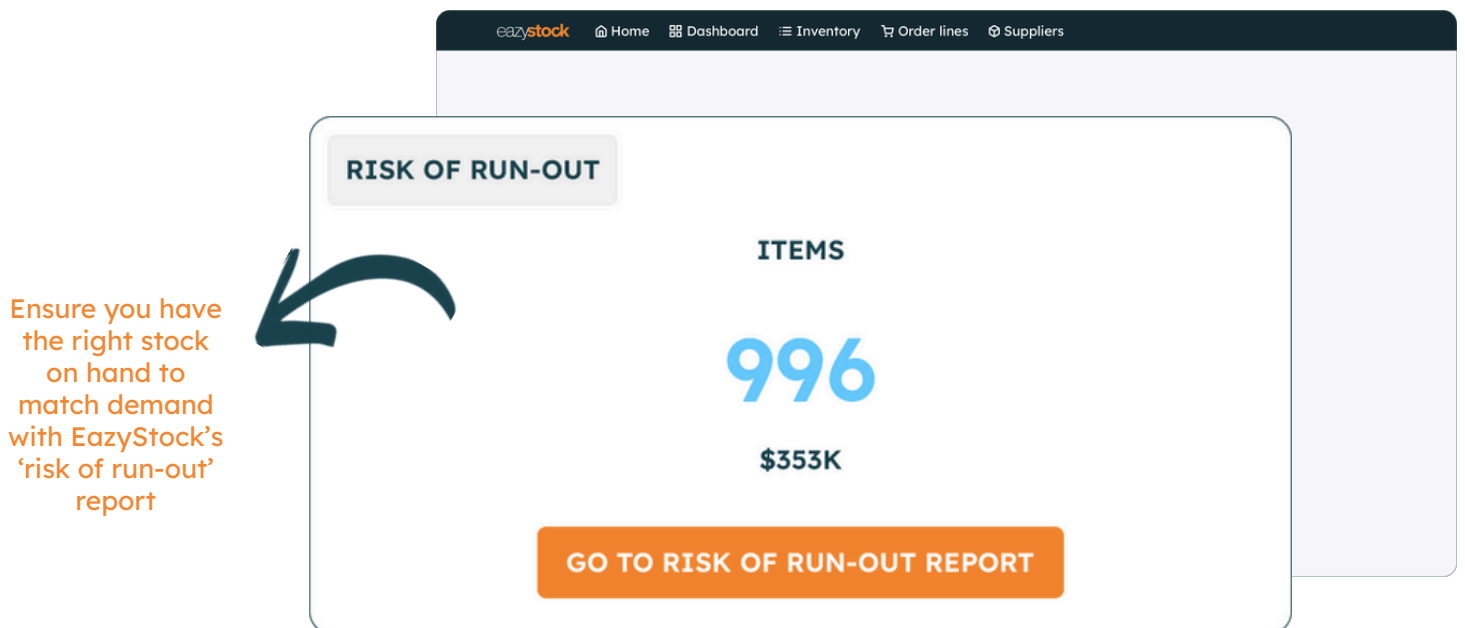
After going live, Estrid and EazyStock continued to develop their collaboration, including building custom reports.

“We’ve had ongoing collaboration to set up very useful reports that we use daily for demand forecasts, inventory development, and purchase order forecasts. They help us with cash flow analysis, among other things.”

Since implementing EazyStock, the system has become a central tool for managing and monitoring Estrid’s inventory.

“We check it almost daily to monitor how inventory is developing, whether there’s overstock or risk of stockouts. That way, we can act quickly if demand deviates from the forecast.”

The visual interface makes it easy to analyze inventory status and future needs down to product and warehouse levels.



“It’s very clear how the inventory will develop going forward, which makes planning and decision-making easier.”

One significant benefit of working with EazyStock has been the ability to conduct inventory analysis and scenario planning, identifying cost-saving opportunities and simulating different outcomes, such as how changes in buffer stock affect service levels and stockout risks. This provides a data-driven foundation for optimizing inventory without compromising customer satisfaction.

By running scenario planning and adjusting parameters such as service levels and safety stock, the company recently identified a potential reduction in purchasing costs.

“We made some adjustments to our parameters to see what service level we actually need, what level of safety stock, and so on. According to the forecast, there’s a possibility to save up to SEK 10–11 million. Of course, the actual outcome may be lower depending on how the year unfolds, but the potential is there,” says Patrik.

Another appreciated feature is EazyStock’s automated redistribution suggestions, which help Estrid balance inventory across locations.

“We use the redistribution function a lot. It suggests, for example, moving stock from our European warehouse to the UK warehouse, or vice versa, so we can avoid buying extra volume and use what we already have instead.”

Internal transparency has also increased significantly. The ease of generating reports and scenarios makes communicating inventory status and planning across the organization easier.

“Visibility has definitely improved. It’s much easier to share information internally. For example, we can quickly generate a report showing what our inventory will look like in 2025 and use it in discussions with our sales team to act proactively.”

EazyStock is also fully integrated with Estrid’s ERP system, Business Central, contributing to a seamless workflow.

The partnership – more than just a system

For Estrid, the relationship with EazyStock has been more than a traditional vendor collaboration.

“What feels most important is that EazyStock isn’t just a partner, it’s a team we truly collaborate with. We can always reach out and get help, and it’s clear they understand both our business and how our supply chain works.”

The combination of a powerful tool and an engaged team has been key to a successful implementation and long-term value. The support from EazyStock’s experienced specialists has been especially valuable as Estrid’s needs have grown.

“Having a system that works smoothly with Business Central, and a team on the other side that we trust and that’s proactive, that’s been key to making this work so well.

“When we need help with analysis or specifications, there’s always someone there who understands our challenges and has strong supply chain experience. That’s what makes a great partner, not just a good tool, but a team you can rely on to do a great job,”
Patrik concludes.





Find out more

To find out how EazyStock can help your business, get in touch.

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