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Forceget Fulfillment Cuts DTC Fulfillment Costs an Average 23%, Audits Show

The rate increase is not the biggest number on a DTC shipping invoice. Distance is. Forceget opens bicoastal DTC fulfillment in California and Pennsylvania.

Forceget Fulfillment's bicoastal warehouse operations in Perris, California and Philadelphia, Pennsylvania support ecommerce fulfillment across the United States.

Forceget Logo

MIAMI, FL, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- The rate increases direct-to-consumer brands paid this year are the smaller of the two numbers on their shipping invoices. The distance an order travels moves the number far more: a $45 order costs about $10.50 to deliver into Zone 2 and about $16.80 into Zone 7, roughly 60% more for the same package to the same kind of customer. Forceget Fulfillment, which operates bicoastal warehouses in Perris, California and Philadelphia, Pennsylvania, has opened direct-to-consumer fulfillment built around that gap.

Carriers price by delivery zone, and the number of zones an order crosses is decided by where the inventory happens to sit when the order arrives. A brand fulfilling from a single location pays the far-zone rate on every order going to the opposite coast, on every channel, every day of the year. Each annual rate increase then applies on top of that higher base rather than instead of it. For a brand shipping 2,000 orders a month with half of them crossing the country, that spread is about $75,000 a year. At 10,000 orders a month it is closer to $375,000.

The gap tends to go unmeasured. Across brand audits completed this year, Forceget Fulfillment found an average difference of about 23% between what brands were paying for ecommerce fulfillment and shipping and what the same volume would cost from a two-coast network with per-order carrier selection. Across the brands audited, parcel cost alone came out 18% lower on average when every order was repriced against their existing carrier invoices. Each audit compares a brand's existing invoices against the same volume priced through a two-coast rate sheet and carrier network.

"The bigger the brand, the bigger the number," said Burak Yolga, Co-founder and Chief Executive Officer of Forceget Fulfillment. "A few cents an order compounds on every order, every channel, every day, and it never registers as a problem because nothing breaks. By the time a brand is shipping at real volume it is six figures a year, and it has been running the whole time."

Forceget Fulfillment has opened DTC fulfillment across two US fulfillment centers, in Perris, California and Philadelphia, Pennsylvania. Each order is rated across the carriers in its network at the point of fulfillment and shipped from the facility closer to the delivery address. Orders received by the 11 a.m. cutoff at either site ship the same business day. The warehouses handle standard parcel goods alongside heavy, bulky and oversized items, and per-pallet storage, pick and pack, and Amazon FBA prep rates are disclosed at the point of quote.

Inventory across every connected sales channel is held in one pool and shown in real time in a single client-facing dashboard for multichannel order management, with integrations across more than 20 marketplaces and storefronts including Amazon Seller Central, Amazon FBA, Walmart Marketplace, Walmart WFS, Shopify, TikTok Shop and eBay. A brand adding a sales channel connects it through the same EDI and API layer, typically live within 40 hours, and the new channel sells from the same stock as the existing ones. Ocean freight forwarding and customs brokerage run through the same operation.

"Peak season is when the gap gets expensive," Yolga said. "Volume climbs through November and December, and every cent of the per-order difference climbs with it. A brand that fixes it in August keeps that money. A brand that looks at it in December has already lost it."

More information about Forceget Fulfillment's DTC fulfillment services is available at forceget.com

ABOUT FORCEGET FULFILLMENT

Forceget Fulfillment is a bicoastal ecommerce fulfillment and third-party logistics (3PL) provider with fulfillment centers in Perris, California and Philadelphia, Pennsylvania, serving direct-to-consumer brands across Shopify, Amazon, Walmart, TikTok Shop and additional retail accounts. The company provides multichannel order fulfillment with software that unifies order management, real-time inventory visibility and warehouse operations into a single client-facing dashboard, with integrations across more than 20 marketplaces and storefronts. Forceget Fulfillment is the fulfillment service line of Forceget, a logistics company co-founded by Burak Yolga that operates across ocean freight forwarding, customs brokerage and warehousing for importers across the United States. More information is available at https://forceget.com/

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