



Prep Partners Group Releases 2026 Peak-Season Fulfillment Readiness Guide

Operator-focused checklist helps ecommerce teams review inventory, packaging, storage, carrier rules and returns before holiday volume.

ROCHESTER, NH, UNITED STATES, August 23, 2026 /EINPresswire.com/ -- Prep Partners Group's peak-season readiness guide is now available, providing an operator-focused checklist designed to help ecommerce teams connect holiday sales plans with the physical work required after checkout.

The guide arrives as online demand continues to grow. On a seasonally adjusted basis, the U.S. Census Bureau estimated second-quarter 2026 retail ecommerce sales at \$340.2 billion, 3.8% above the first quarter of 2026, 12.2% above the second quarter of 2025, with ecommerce accounting for 17.1% of total retail sales. More orders can create opportunity, but peak readiness depends on whether inventory, labor, packaging, shipping and returns plans are built around the same assumptions.

Returns are one of those assumptions. In an October 15, 2025 release, the National Retail Federation and Happy Returns projected \$849.9 billion in returned merchandise for 2025, equal to 15.8% of annual retail sales, and estimated that 19.3% of online sales would be returned. Those figures are dated industry context, not a forecast for any individual brand, but they show why return reasons, inspection steps, disposition rules and restocking capacity belong in the peak-season plan.

Published carrier and marketplace notices add another planning layer. Amazon Supply Chain Services says U.S. Multi-Channel Fulfillment holiday peak fees apply from October 15, 2026, through January 14, 2027. Its pricing also lists a 3.5% fuel and logistics-related surcharge on U.S. MCF fulfillment fees. FedEx publishes service- and period-specific U.S. package demand-surcharge tables for 2026. Because exposure varies by service, product dimensions, destination and customer agreement, the guide directs brands to record their actual documents rather than rely on a blanket rate.

The guide organizes the review around six practical areas: demand and inbound timing; order profile and packaging; storage and inventory controls; kitting and handling requirements; carrier and marketplace rules; and returns and exception management. It is a planning checklist and does not estimate an individual brand's costs or savings.

For sellers comparing marketplace and merchant-fulfilled workflows, Prep Partners Group's FBA and FBM services outline support for labeling, packaging, bundling, shipment preparation and order fulfillment.

Peak-season problems often begin with assumptions that were never put in one place. The guide connects sales forecasts with inbound dates, storage, packaging, labor, carrier fees, marketplace rules and the return path in one pre-launch review.

Brands can use Prep Partners Group's fulfillment cost calculator to organize order-level assumptions before requesting a quote. The guide page also provides a printable checklist, editable worksheet, dated source note and media one-sheet.

ABOUT PREP PARTNERS GROUP

Prep Partners Group supports ecommerce and B2B brands with 3PL warehousing, fulfillment and distribution, kitting and assembly, FBA and FBM prep, custom packaging, freight coordination, returns processing and technology-driven operational visibility from its Rochester, New Hampshire fulfillment operation.

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