

## TWISTED THROTTLE

### Company:

Twisted Throttle, Ltd.

### Industry:

Motorcycle Accessories

### Accounting solution:

QuickBooks

### Z-Firm solution:

ShipRush® for QuickBooks

### Results:

- Each warehouse worker now moves 40-60 shipments daily.
- ShipRush significantly speeds up the rate the company gets packages out the door, with the same number of people.
- Twisted Throttle paid for ShipRush software within the first week.
- The ability to send more packages more quickly, while keeping staff increases down, helps Twisted Throttle maintain customer service and profitability through rapid growth.

*"We found that ShipRush software paid for itself within a week. It allows us to get a lot more packages out the door on any given day."*

— Erik Stephens,  
President/Owner, Twisted Throttle, Ltd.

**For more information, visit us at [www.zfirm.com](http://www.zfirm.com) or call (206) 812-RUSH**

## Success Story: Twisted Throttle

ShipRush Helps Twisted Throttle Send Twice the Shipments, With The Same Staff.

When Erik Stephens started Twisted Throttle in 2002, the motorcycle enthusiast and former environmental engineer knew he had a good idea. Still, as a new importer and distributor of motorcycle accessories, he didn't expect orders to roll in quite so quickly. Typing order information into FedEx® and UPS® Web sites or handwriting shipping labels, Twisted Throttle soon found it increasingly tough to keep up with order volumes.

"It took a lot of manual labor to create the shipping label and documentation to send one package out the door," said Stephens, President/Owner of Twisted Throttle.

A QuickBooks user, Stephens implemented ShipRush® from Z-Firm. Integrated with the accounting software, ShipRush reduces and automates the steps to prepare packages for shipping. When an order comes in, Twisted Throttle logs it in QuickBooks, then quickly populates and prints FedEx or UPS shipping labels from the accounting system – reducing each shipment to just a click or two.

For each shipment, ShipRush creates a label and stores the tracking number in QuickBooks. It also keeps a record of all shipments, allowing Twisted Throttle to go back anytime to view tracking numbers. Additionally, the software emails the tracking number to someone at Twisted Throttle and to the customer. "They have the tracking number right there," Stephens said. "That saves us a lot of time because we have fewer customers calling and asking where their stuff is."

### Results: Keeping Staff Costs, Shipping Times Down Through Rapid Growth

Stephens has found that integration of ShipRush with QuickBooks significantly streamlines the shipping process – a critical benefit as the company has rapidly grown to hundreds of shipments every day. Each warehouse staff member now processes 40-60 shipments daily.

"Without ShipRush, we would only be able to prepare about one-third or one-half of the shipments in the same amount of time," Stephens said. "Now we can process our packages for FedEx and UPS at a much faster rate. ShipRush took us from being so manual that we could only ship a few packages a day to automating us so we could handle a much higher volume of packages going out the door."

Now in its third year in business, Twisted Throttle has seen phenomenal sales growth. The first and second years, sales doubled each year. This year, the company is on track to quadruple its sales. Stephens credits ShipRush with helping him

### **(continued)**

keep staffing increases to a minimum as the company has grown, easily justifying his investment in the software.

"We found that ShipRush software paid for itself within a week. It allows us to get a lot more packages out the door on any given day," he said.

"We're a small team. Any software we can get our hands on that allows us to keep our staff size small and get more packages out the door makes a big difference in our ability to serve customers, keep our costs low and keep growing," Stephens added. "ShipRush significantly speeds up the rate we get packages out the door, with the same number of people.

### **About Twisted Throttle**

Twisted Throttle, a sport and adventure touring equipment company, formed in 2002 to import and distribute accessories primarily for German and Japanese street motorcycles. From its warehouse in Peace Dale, Rhode Island, the company supplies centerstands and sidestands, handlebar risers, luggage systems, windscreens and a number of other accessories to dealers and directly to consumers via its Web site at [www.twistedthrottle.com](http://www.twistedthrottle.com).

### **About Z-Firm LLC**

Z-Firm is the "button" company. Our job is to take common tasks—like mail merge, merge fax, order entry, and shipping—and reduce them to a button. One click. The OmniRush Family includes CashRush, EmailRush, FaxRush, PrintRush, and ShipRush Server. The OmniRush Family of products is a suite of utilities every business can use. OmniRush Family members provide true CRM integration for shipping, email, fax, and print. The OmniRush Family can also be integrated into nearly any SQL based application using the database platforms already used by most companies, including Oracle, SQL Server, MySQL and others.

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