



## Pattern Joins Walmart's New Fulfillment Service—WFS

February 26, 2020

We are excited to announce that Pattern was selected as a key strategic seller with Walmart for the launch of [Walmart Fulfillment Services \(WFS\)](#). After participating in the early phases of WFS, we're excited about this new program designed to offer several of the benefits of Amazon FBA, but with several seller-focused advantages. With WFS, brands are able to tell their brand story to Walmart's [100+ million unique monthly visitors](#) while, most importantly, maintaining price control of their inventory.

### WFS was built with sellers, for sellers to grow their business

Walmart is upping its game in the ecommerce space with the launch of Walmart Fulfillment Services. WFS allows Walmart Marketplace sellers to leverage Walmart's supply chain infrastructure to cost effectively meet the new level of fulfillment service sellers and customers require. [Marc Lore famously said, "In today's world of ecommerce, 2-day free shipping is table stakes." With WFS, Walmart is now enabling marketplace sellers to compete and deliver the experience customers want.](#)

### WFS was built with sellers, for sellers to grow their business

Photo courtesy of Walmart.com. Marketplace sellers can utilize WFS to store, pick, pack, and ship their items as well as let Walmart handle returns and customer service. The rapid growth of Walmart's online marketplace helped them to exceed their forecasted [2019 U.S. digital sales with 35% growth](#) and to [grow ecommerce sales by 37%](#) for the year. This growth trajectory is expected to continue. Walmart's 2019 ecommerce sales reached just over \$21B, and their 2020 sales are projected at nearing \$30B by year's end.

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[Read more about how WFS works here.](#)

### Advantages we see about WFS

Pattern can help your brand get in early on the WFS launch and leverage all these WFS advantages:

- Price control of inventory
- No commingled inventory
- [Fast and easy returns for buyers with by mail or in store](#)
- Increased site visibility with Walmart two-day tags
- Cost effective
- Early mover advantage
- Grow with the fastest-growing ecommerce marketplace in the U.S.

Since Walmart.com is offering WFS to a limited number of brands, it's important to get in early if you want to take full advantage of all the unique offerings of WFS.

### Walmart.com is offering WFS to a limited number of brands

Photo courtesy of Walmart.com.

### Leverage Pattern's connections to grow your Walmart business

Pattern participated in the [beta launch](#) of WFS with great success, and we'd love to help you explore your Walmart marketplace options. Get in early on Walmart.com with Pattern's help by contacting a Pattern representative today through the form below, call 888-881-7576, or email [hello@pattern.com](mailto:hello@pattern.com) and we'll be in touch.