



RISE X FLUR GLASSWARE

Leveraging Flexible Warehouse Solutions to Support a Rapidly Growing E-Commerce Business

Ethan and Liz's entrepreneurial journey began two years ago with the creation of a coffee-centric lifestyle brand. Starting from their apartment, the couple rapidly outgrew their residential space as their content and product line gained significant traction, driven by viral social media campaigns and successful merchandise drops. Faced with increasing inventory demands, they sought a flexible and secure warehouse solution that would align with their growth trajectory and operational needs.



CHALLENGES

Storage Space Limitations

Operating out of an apartment and utilizing temporary storage solutions such as family homes created logistical inefficiencies.

Logistical Hurdles

Handling large-scale deliveries, including semi-truck shipments, became increasingly difficult without a dedicated warehouse.

Flexibility Needs

Committing to a traditional five-year lease for a warehouse felt too restrictive and risky for a growing startup.

Safety and Accessibility

Ensuring a secure, professional environment for their inventory was critical, especially as Elizabeth often worked alone.

FINDING RISE

Through an online search, Elizabeth discovered RISE, a modern warehouse solution offering short-term leases, flexible space options, and enhanced security. After submitting an inquiry and touring the under-construction Franklin location, the couple found that RISE's offerings aligned perfectly with their needs.

Key factors that influenced their decision:

- **Proximity:** The location was close to their apartment and Elizabeth's parents' home, minimizing transition challenges.
- **Flexibility:** The option to lease larger spaces or add additional units as their business grew.
- **Security:** Gated access, coded entry, and surveillance cameras ensured a safe environment.
- **Customer Experience:** Positive and responsive interactions with RISE's representatives, Nathan and Keith, made the leasing process seamless.

TRANSITION TO RISE

In September, the Ethan and Liz moved into a large unit at RISE's Franklin location. Their transition marked a significant milestone:

OPERATIONAL EFFICIENCY: MOVING FROM TEMPORARY STORAGE TO A DEDICATED WAREHOUSE ELIMINATED LOGISTICAL BOTTLENECKS AND IMPROVED WORKFLOW.

PROFESSIONAL ENVIRONMENT: THE WAREHOUSE'S CLEAN, SECURE, AND PURPOSE-BUILT DESIGN CREATED A FUNCTIONAL SPACE FOR MANAGING INVENTORY AND PREPARING ORDERS.

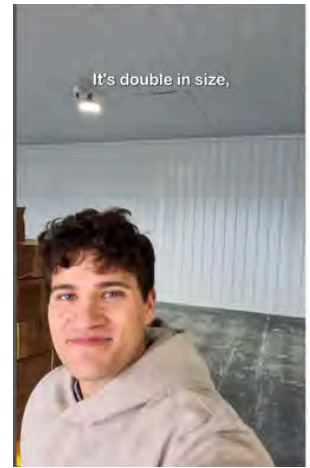
SCALABILITY: THE ABILITY TO EXPAND INTO ADDITIONAL UNITS OR CUSTOMIZE FUTURE SPACES PROVIDED PEACE OF MIND AS THE BUSINESS CONTINUED TO GROW.

IN THEIR WORDS

"RISE was straightforward and exactly what was advertised."

Other key insights include:

- The leasing process mirrored the simplicity of renting an apartment, with standard terms and insurance requirements.
- The team's quick response times and proactive communication made them feel valued as tenants.
- The gated, low-traffic environment provided a sense of safety and professionalism absent in traditional storage units or crowded warehouse complexes.



BUSINESS IMPACT

The decision to move to RISE brought immediate and long-term benefits:

Streamlined Operations: With a dedicated space, Ethan and Liz no longer had to rely on labor-intensive solutions like renting U-Hauls and transporting inventory manually.

Improved Brand Image: A professional warehouse space reinforced the legitimacy and scalability of their brand.

Reduced Stress: Knowing they had room to grow and a supportive leasing team allowed the couple to focus on their core business activities.



By partnering with RISE, Ethan and Liz overcame critical operational challenges and positioned their business for sustained success. This case study exemplifies how innovative warehouse solutions can empower entrepreneurs to focus on growing their business while eliminating logistical headaches.

Inspired by Ethan and Liz's success story?
Get in touch with us to start your journey.



contact

5645 Castle Creek Pwky N Dr
Indianapolis, IN 46250
www.risecommercialdistrict.com
317-751-4821

