FLXPOINT

ELECTRONICS

Case Study

SCREEN SKINZ

The Ecommerce Automation Behind Screen Skinz

When Shaun and Clay, the dynamic duo behind **Screen Skinz**, sat down with Ben Frank from **Flxpoint**, they weren't just swapping ecommerce war stories, they were sharing the secret sauce behind their fast-growing business. As co-founders, Shaun (CEO) and Clay (Chief Product Officer) have turned a simple idea—customizable, branded phone screen protectors—into a thriving operation. But like most entrepreneurs, they faced growing pains. Their candid conversation with us reveals how they navigated those challenges and how finding the right partners, like Flxpoint, helped them scale smarter.

Read the case study →

From Startup Scrappiness to Strategic Scaling

For Screen Skinz the journey started with a lot of manual hustle. It got the job done, but it wasn't sustainable. As the business grew, Shaun and Clay realized they needed to focus less on logistics and more on what they do best—building a killer product and brand. Enter Flxpoint.
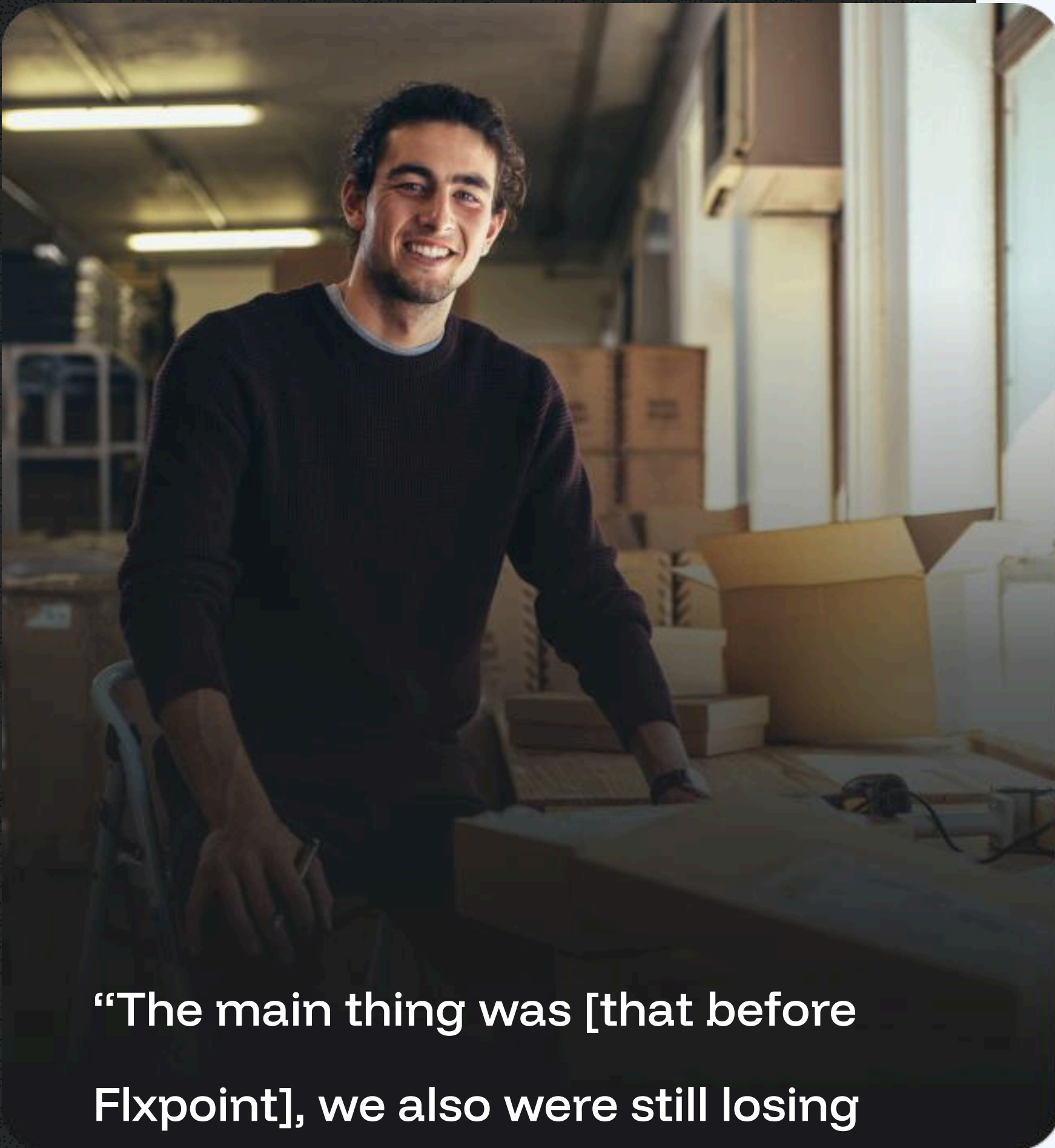
"I know last year was really like our big, just our big moment for the company, it was very pivotal. We built our own infrastructure, which you guys are actually a critical component of," Shaun explains.

"So we're printing screens on demand now. **And that's really put us in a position to scale, which we will scale with you guys."**

"**We're really excited about the connection you guys built for us with Zag, and the** EDI integration **into Fanatics, which we're really, really excited for. Those are things that are really going to put our company and our brand on the map.**"

The Breaking Point: When Manual Processes Can't Keep Up

As orders increased, the manual processes they'd relied on began to break down. "Before you know working with Flxpoint we were integrating through our third-party logistics partner," Shaun shares. "So for us it was great, right? Because we didn't have to fulfill and print orders right, we were kind of licensing that out. But we had to manually push the order over into [the third party's] workflow for him to even receive the order and to ship the order out. So I know for Clay and his team it really became annoying at a certain point."

"The main thing was [that before Flxpoint], we also were still losing margin. **So it wasn't as efficient for us when you look at really just the operations of it.**"

For Screen Skinz, the core challenge wasn't just the physical product. It was managing the complex web of inventory, orders, and fulfillment across multiple sales channels with less chance for errors. "Sometimes orders, you know, they get missed just because you manually have to click like all the little check boxes and stuff and make sure they get processed through," Clay says. "So it was always fun. But now, now we're excited to be where we're at with you guys.

Shaun adds, **"Yeah man, I mean, it's a complete 360."**

Meet Flxpoint: The Ecommerce Automation Engine

Flxpoint is flexible ecommerce automation software that helps **retailers**, **brands**, and **distributors** manage their entire operations in one place—without the headaches. Whether you're running a dropshipping business, managing inventory across multiple warehouses, or selling on several marketplaces, Flxpoint connects all the dots.

The platform automates the tedious parts of ecommerce: syncing product data, managing inventory, routing orders to the best supplier, and keeping everything up-to-date across every channel.

What makes it stand out is the ability to connect with over 180 suppliers and tech systems—no coding required. That means businesses like Screen Skinz can onboard vendors, automate workflows, and scale faster without adding more manual work.

Shaun puts it simply: **"Working with Flxpoint and you guys, it just flows into our normal everyday flow."**

In short, Flxpoint takes care of the back office, so ecommerce brands can focus on what they do best—building their business.

Talk with an expert today to see how it can help your business.

"We aren't having to change our production process because we're connecting to someone else now. It's literally, an order comes in, we see the SKU, we see the name of it. We know who it is, where it's going. It's super super easy. It saves us a lot of time and I'm sure it saves us a lot of money too without us having to change everything in our backend."

Automation That Doesn't Lose the Human Touch

That's where Flxpoint entered the picture—not as just another software vendor, but as a true partner who helps them fulfill their order and serve their customers.
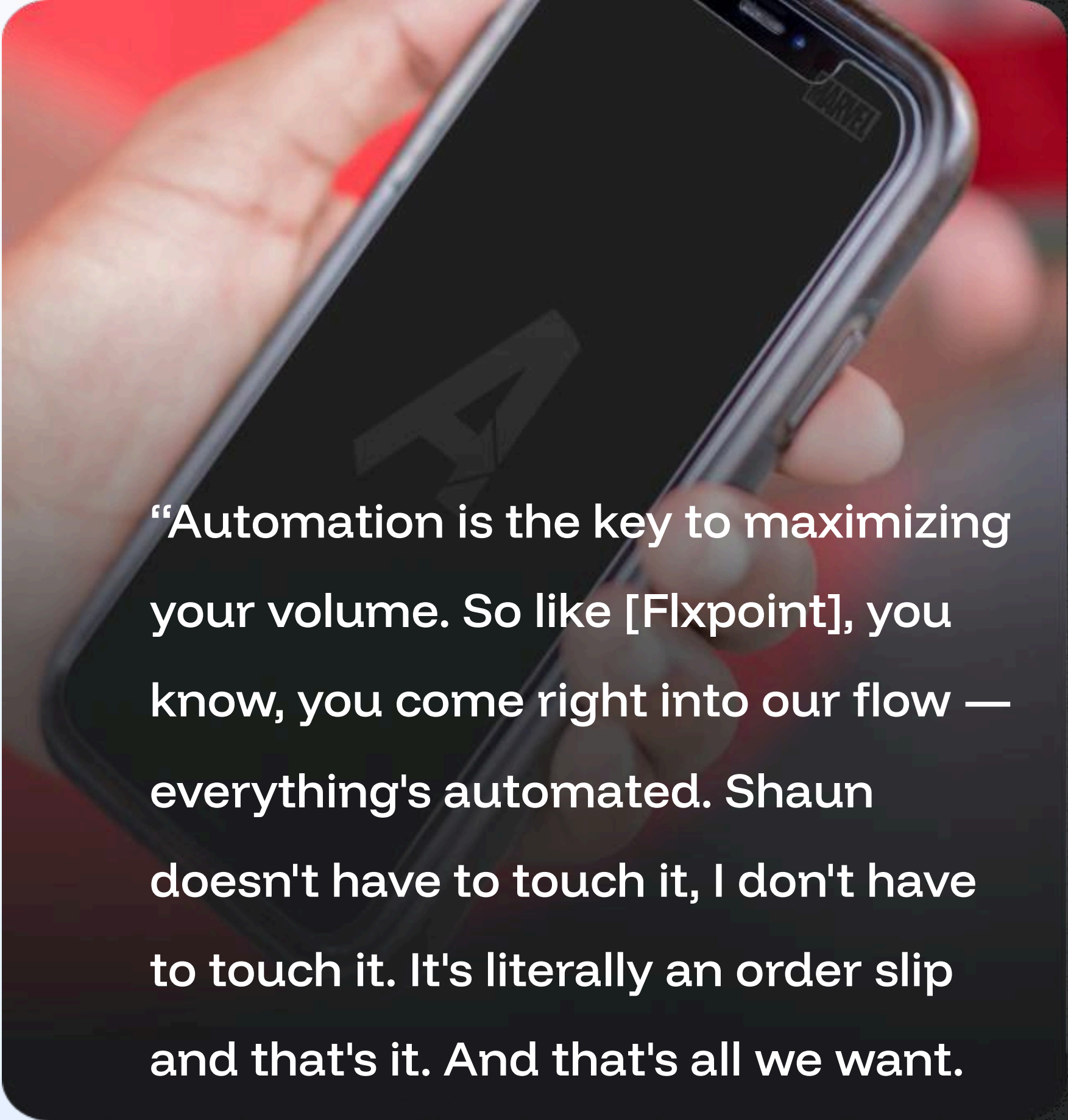
"On the logistics end of it, like being able to, you know, fulfill, right? And with you guys and being able to connect to those endpoints and us controlling that — also means, you know, more margin for us. So it's really cool," Shaun says.

Clay elaborates, "In this day and age, you have to be able to connect and adapt really quickly. You guys really enable us to connect to some of these companies that aren't as advanced as us. You know, everything is pretty seamless, it's fast, and we're able to adapt, you know, if something goes wrong."

One of the key wins for Screen Skinz was the time saved by removing the need to manually do the work. "Before, it took at least a couple hours," Shaun says. "Now it's pretty much, I mean, now you're within a 20 minute window from when orders place, not, I mean, not even 20 minutes. That's just probably the max amount of time before it's in our system. And then our team's able to print it, ship it, within that time."

Expanding Without the Growing Pains

Growth often means complexity, but for Screen Skinz, the automation turned growth into opportunity.

"Automation is the key to maximizing your volume. So like [Flxpoint], you know, you come right into our flow — everything's automated. Shaun doesn't have to touch it, I don't have to touch it. It's literally an order slip and that's it. And that's all we want.

We want it to be quick and efficient. So that's what we love about Flxpoint."

"Manufacturing automation is critical. It's key. You know, we have to be able to, to manufacture at scale on demand. And I think a lot of companies failed to do that in the past, like, you could say five to eight years, they don't have the infrastructure or system to do this. And now it's costing them hundreds of thousands of dollars," Clay explains. "So it's adapting, being quick, and then you try and hold in on your cost of goods as much as possible."

But perhaps the biggest benefit? **Time.**

"The way that we connected to you guys and to our partners, like no one's having to push that button to push that order over," Shaun says. "So we're not even worried about it. It's just it's coming in and it's coming in. **It's saving us hours.** But I think for us, that process is just so streamlined now that we don't really pay attention to the time because it's just baked into our regular kind of order flow."

Lessons Learned: Tips & Tricks From Screen Skinz

When asked what advice they'd give to other businesses facing similar challenges, Clay didn't hesitate. "Segment your catalog," he says. "We have a massive catalog, but we also have to develop our catalog for our partners specifically because each partner has different needs." He went on to say: "we've developed our catalog to be super, super segmented. And I highly recommend it because that way, in Flxpoint, you can filter through your catalog and your segmentation super easily."

Shaun agrees but adds a twist. "I would just, you know, refer vendors to you guys — right in the license," he says. "Yeah, I mean it just aids the main thing that most companies like us want to achieve, right? That's operational efficiency. When it comes down to it, it's really operational efficiency and I think that that's the biggest thing that you guys can do for anyone in this space."

And for those wondering what their first step should be, Shaun has the final word: "If you're out there and you're looking to connect, **I would recommend Flxpoint."**

The Road Ahead: More Innovation

With their operations humming along smoothly, Shaun and Clay are turning their attention to what's next for Screen Skinz and ecommerce in general. "I think that being able to control your own store, control your own marketplace and connect out to vendors to maximize your revenue is gonna be that next big turning stone," Shaun sums up the future. "With the way the industry is moving in these APIs, these connections, different endpoints — it is gonna really open up the industry."

For ecommerce brands looking to scale without sacrificing what makes them unique, the Screen Skinz story is proof that with the right tools—and the right partners—you can grow your business and keep your sanity.

Meet Flxpoint
Multi-Vendor Marketplace Software

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Trusted by the world's leading B2C

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