

CUSTOMER STORY · MODELS, GAMES AND COLLECTIBLES

# Bringing the warehouse in-house.

1001 Hobbies sells model kits, board games and collectibles from a catalog of more than 200,000 SKUs. The company brought fulfillment in-house and runs it on myFulfillment. At the time of the interview, Nicolas Vauvillier estimated that an order took roughly 40% less time to prepare than when the in-house operation started.



Nicolas Vauvillier  
Founder and CEO · 1001 Hobbies



## THE STORY

# Fulfillment brought in-house to stay close to the products

Nicolas Vauvillier started the company with the model kits he grew up on.



“We wanted better control over our costs and to be closer to the products.”

Nicolas Vauvillier · Founder and CEO · 1001 Hobbies — *condensed extract*



Model kits, board games and collectibles

COUNTRY

France

BOOSTMYSHOP PRODUCT

myFulfillment

ON MYFULFILLMENT

More than a year

WEBSITE

1001hobbies.fr

## CATALOG

More than  
200,000 SKUs

## PARCELS A YEAR

70,000 to  
80,000

## WAREHOUSE

About 1,000 m<sup>2</sup>

## OPERATIONS TEAM

6 people

Figures given at interview, July 2026.

## WORKING TOGETHER

# Adapting the tool to the warehouse

## THE CHOICE

Nicolas was looking for a tool he could configure, and a team that would listen to what his operation actually needed.

Before settling on myFulfillment, the team ruled out three routes: building its own WMS, installing an on-premises WMS that was costly to set up and license, or using another online tool that, in Nicolas's view, lacked key features. Even before signing, what stood out for him was the relationship with the sales team and management.

“I felt right away that we could adapt the tool, or have it adapted, to our needs.”

Nicolas Vauvillier · Founder and CEO · 1001 Hobbies — *condensed extract*

## DAY TO DAY

## Reporting a problem, suggesting an improvement

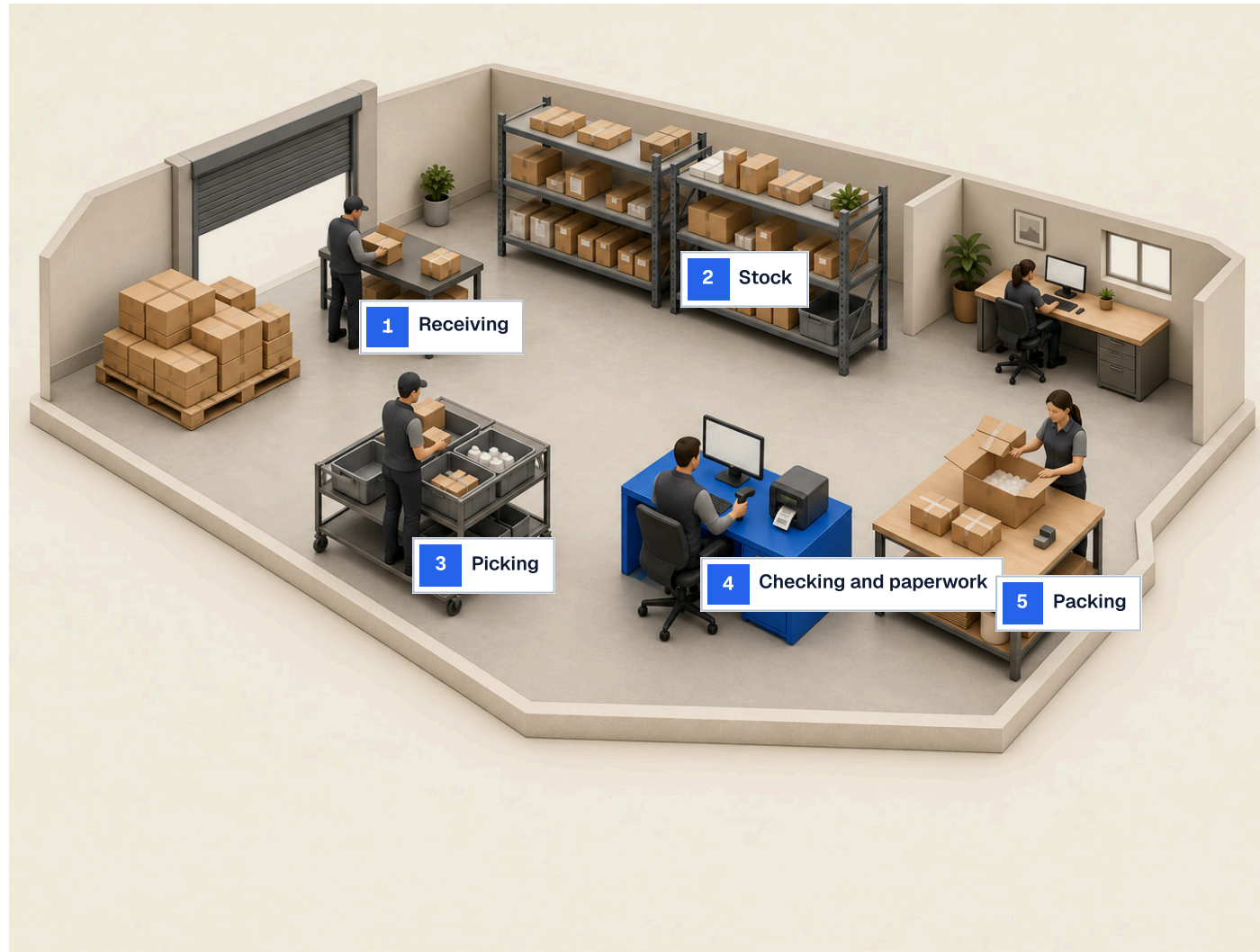
The result, as Nicolas sees it: a tool that is “far more efficient and easier to use” than when they started.

“We particularly appreciate how responsive the Boostmyshop teams are, both in fixing any day-to-day problems and in listening to our suggestions for improvement.”

Nicolas Vauvillier · Founder and CEO · 1001 Hobbies — *condensed extract*

THE OPERATIONAL JOURNEY

# From receiving to packing



Illustrated cutaway, not to scale: the warehouse's five zones, in the order goods move through them.

At the time of the interview, more than 80% of the catalog was not held in the warehouse, and more than 25% of orders were cross-docked. Sorting starts at receiving: products needed for pending orders go straight to order preparation, and everything else is put away, then picked in waves. Every order then passes through checking and packing.

- 1 **RECEIVING**  
Opening the supplier carton
- 2 **STOCK**  
On the racks
- 3 **PICKING**  
Loading the cart
- 4 **CHECKING AND PAPERWORK**  
At the checking station
- 5 **PACKING**  
After the check

01 / RECEIVING

# Opening the supplier carton

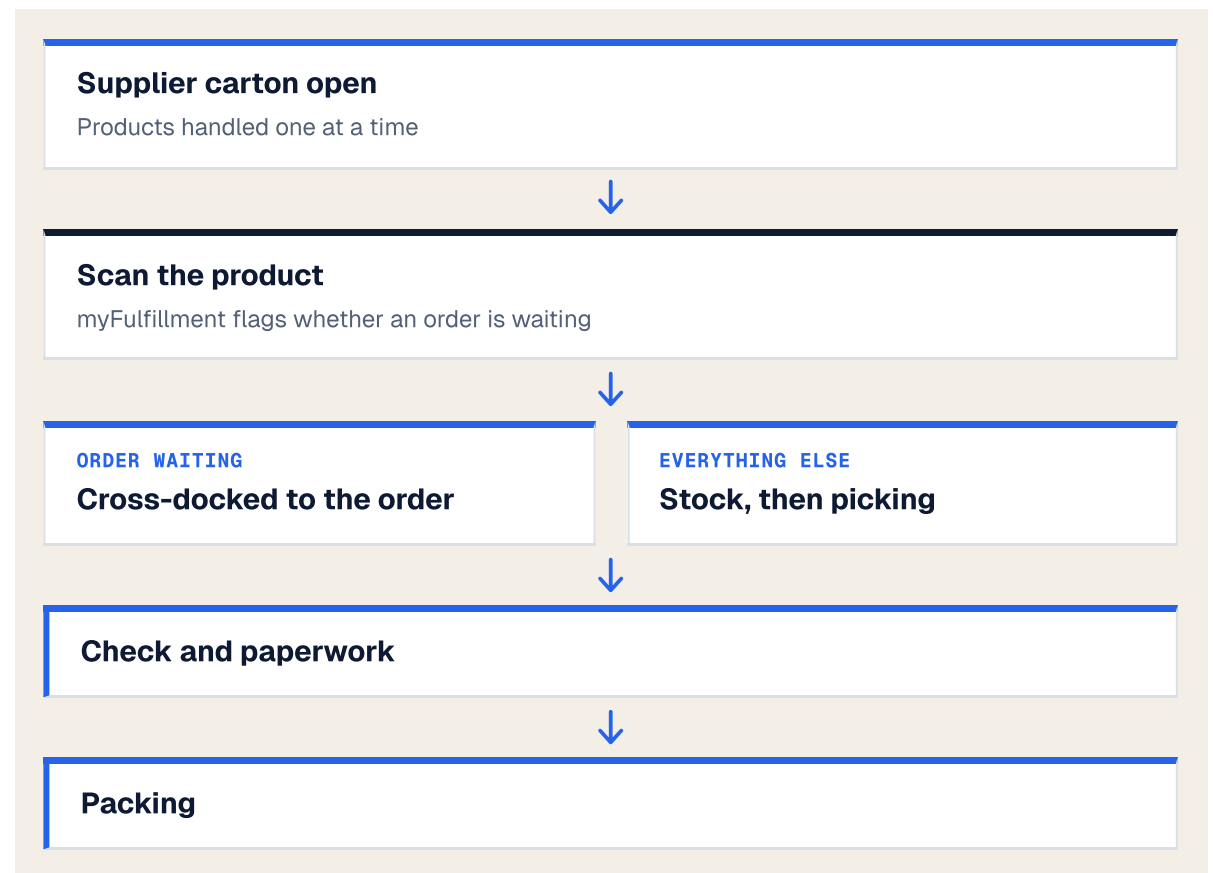
Before a delivery arrives, the team logs what the supplier is due to send, then checks it off product by product as the carton is unpacked; myFulfillment flags any product a customer order is already waiting for.

“It arrives at receiving and goes back out to shipping an hour or two later, without ever passing through stock.”

Nicolas Vauvillier · Founder and CEO · 1001 Hobbies — *condensed extract*



At receiving, an operator takes the products out of a supplier carton one by one and scans them.



02 / STOCK

# On the racks

“It means the warehouse is always pretty full, with very little empty space, so we can store more products per square meter.”

Nicolas Vauvillier · Founder and CEO · 1001 Hobbies

The warehouse runs on chaotic storage: on arrival, the team puts products away wherever there is room. The operator scans the product, then the location, and myFulfillment records where it is for the next pick.

One SKU can sit in several locations, and one location can hold several SKUs.



In this aisle, products of very different sizes share the same shelving.

03 / ORDER PREPARATION

# Loading the cart

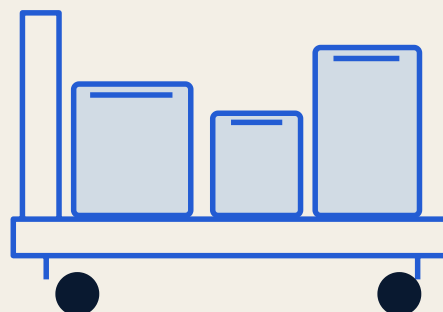
Waves are picked on a handheld, with the myFulfillment mobile app. The team can also build themed waves: only paints, for example, or only products from one area of the warehouse. For Nicolas, it is the app's ease of use, themed waves included, that cuts the time spent on each picking run.



On the multi-product wave cart, one bin per order, each tagged with its own barcode.

## SINGLE-PRODUCT WAVE

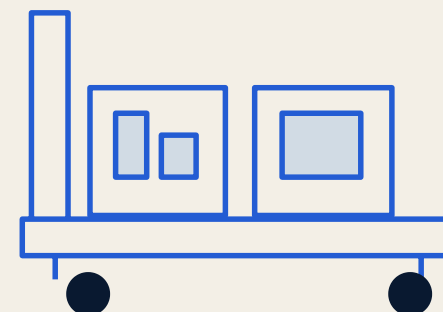
### Everything loose on the cart



Each order contains a single item, so the operator puts the products loose on the cart without sorting them.

## MULTI-PRODUCT WAVE

### One bin per order

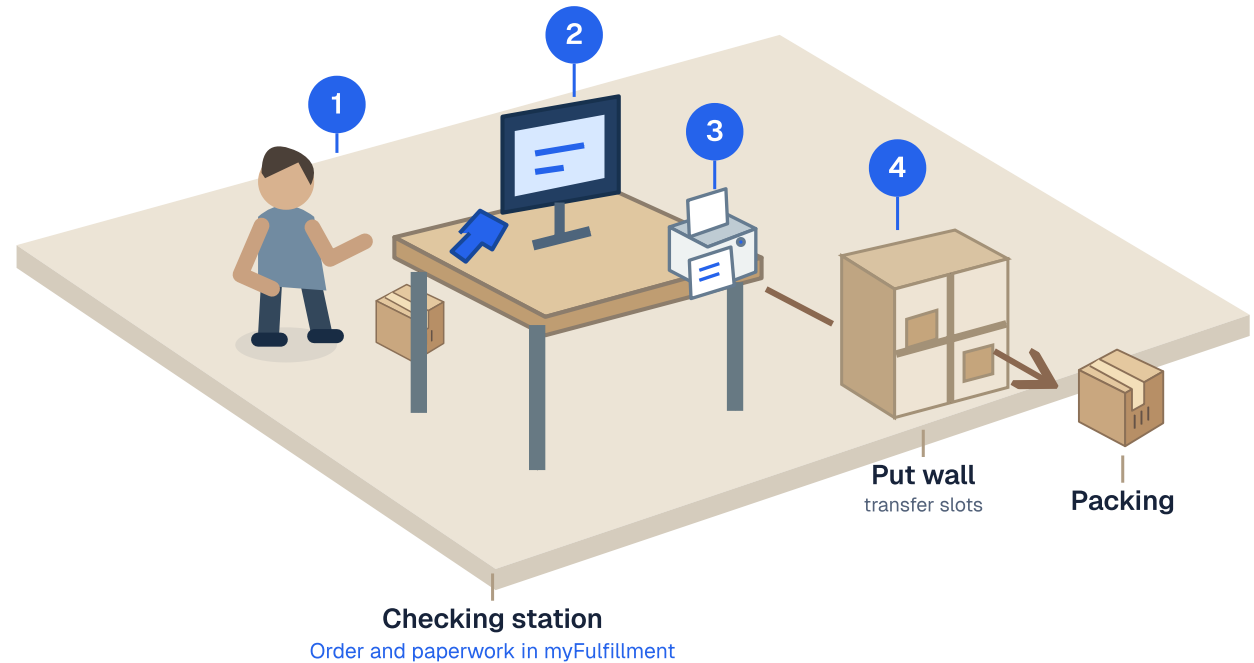


The operator uses a cart with small bins and pre-sorts items by order.

04 / CHECKING AND PAPERWORK

# At the checking station

After picking, every order goes through this station before packing, without the operator having to look it up.



From scanning the order to printing its paperwork.

## 1 Scan

The operator scans one product from the order. myFulfillment opens the matching order record.

## 2 Check product by product

The operator then scans every product to ship. myFulfillment won't let the shipment close until every item has been scanned.

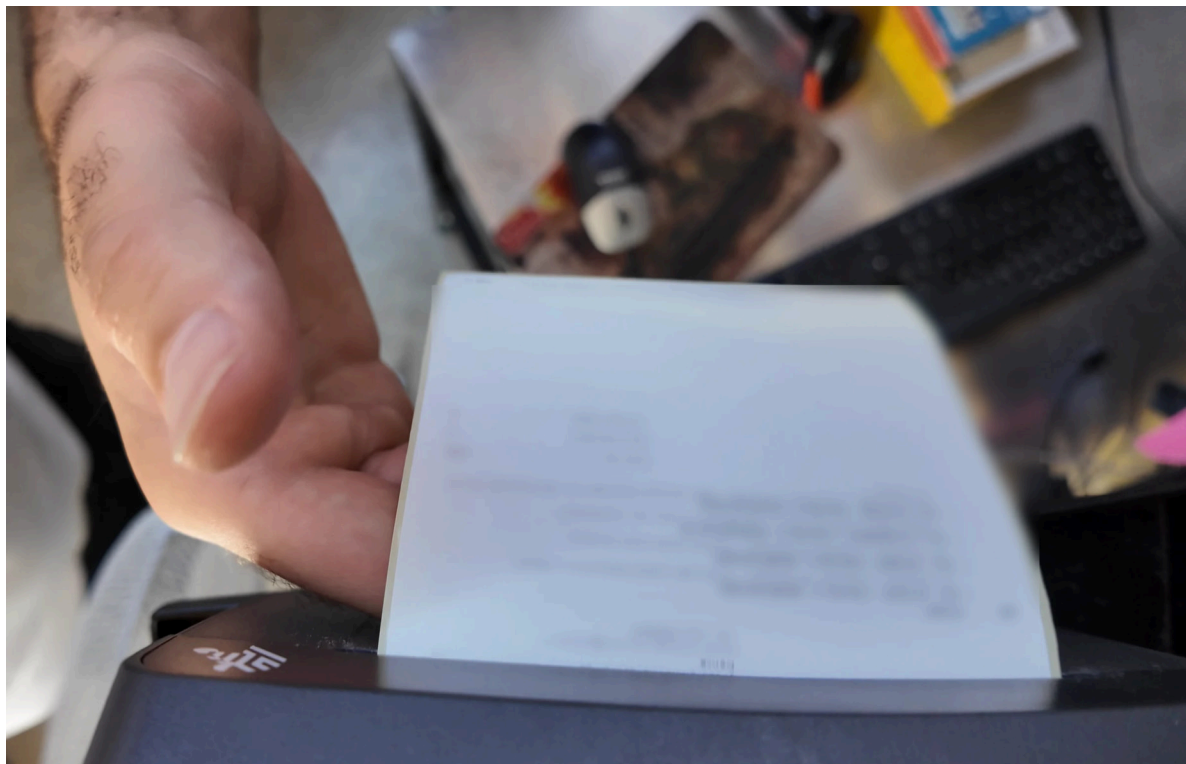
## 3 Confirm and print

The operator confirms the carrier and the weight, then presses one button to print the shipping label and the packing slip together. For exports, myFulfillment also prints the paperwork needed, such as a CN23 declaration.

05 / PACKING

## After the check

At the packing station, there is nothing left to check or print: the order comes off the put wall with its paperwork, and all that remains is to box it.



At the checking station, the order's paperwork comes out of the printer and travels with the order to packing.

### Check complete

Carrier and weight confirmed



### Put wall

One slot per order



### Packing

The order is packed into its parcel

#### WHAT TRAVELS WITH THE ORDER

Product

Shipping label

Packing slip

## WHAT CHANGED

# What changed in the warehouse

# -40%

picking time

Nicolas's estimate for one order · since the in-house operation started

Nicolas attributes the gain to three choices: sending products straight back out at receiving when an order is waiting, storing wherever there is room and running picks on the mobile app.

## Staying close to the products

### BEFORE

A logistics provider a long way away, running its own processes, at a higher cost per order.

### AFTER

A team that runs its own warehouse and decides for itself how products are routed, stored and prepared.

Moving in-house gives 1001 Hobbies control over how the work is organized, at a cost Nicolas considers reasonable.

## Preparing an order

### BEFORE

Order prep time when the in-house operation started.

### AFTER

At the time of the interview, Nicolas estimated it to be roughly 40% lower, with more improvements planned for the coming months.

The savings are in the time it takes to prepare an order.

## Getting up to speed

### BEFORE

A new tool to configure, in a warehouse that had just been brought in-house.

### AFTER

The team got up to speed on the tool in a few weeks, without difficulty.

For more advanced configuration, Nicolas says it can be worth calling on Boostmyshop or its partners.

## CONTINUE THE CONVERSATION

# Where are you losing time today?

Take your last supplier delivery. How many products already had a customer order waiting, and how many went to a shelf before shipping out?

That one case gives the Boostmyshop team a better place to start than a feature list.

## Talk to the Boostmyshop team



**Get in touch**  
boostmyshop.com/en/contact



**Watch the film and read the story**  
boostmyshop.com/en/customers/1001-hobbies

“It’s a pretty robust solution, and one we’re entirely comfortable growing with for several more years.”

Nicolas Vauvillier · Founder and CEO · 1001 Hobbies — *condensed extract*

*Thanks to Nicolas Vauvillier and the 1001 Hobbies team for opening their warehouse to us and walking us through a working day.*

Interview with Nicolas Vauvillier, founder and CEO at 1001 Hobbies, July 2026.

The interview was conducted in French; quotations are translated, and those shortened for reading are marked “condensed extract”.



The Boostmyshop team.