HARDIS
Supply Chain

How Petrol Industries accelerated global expansion with Hardis OMS

Case Study

The spark for change

In 1989, Petrol Industries began crafting high-quality denim and jeanswear, blending vintage inspiration with modern design. Over the decades, the brand evolved into a global powerhouse, driven by its motor-centric DNA and relentless pursuit of excellence.
By 2024, Petrol Industries had grown to a multi-channel retailer with 1,500+ points of sale including retail, wholesale, and marketplaces across Europe, Asia, and the Middle East.

This rapid expansion was exhilarating, but also posed significant challenges.

"Expanding across multiple countries and channels brought exciting opportunities to streamline operations and scale effectively," shares Daniel Gonzalez Docal, Chief Sales Officer at Petrol Industries.

The company faced mounting complexities in managing orders, stock visibility and marketplace demands.

A ticking clock

Daniel knew speed was critical:
"We recognised that to sustain our growth and meet customer expectations, we needed systems that could match the complexity of our operations."

Five key areas were critical to Petrol Industries' continued expansion:

▶ **Stock visibility:** Ensuring accurate stock data across all channels to maximise sales potential.

▶ **Order management:** Handling increasing volumes with speed and precision through automation and real-time tracking.

▶ **System integration:** Connecting ERP, OMS, PIM, Channel Engine and Shopify seamlessly.

▶ **Marketplace requirements:** Meeting strict KPIs like fulfilment speed and stock accuracy while expanding globally.

▶ **Customer experience:** Delivering fast, consistent, and reliable shopping experiences across every channel.

Scaling revenue by 400% with Hardis OMS

Petrol Industries began a rigorous tender process, evaluating multiple OMS providers to find the right fit. Daniel's past experiences with OMS systems gave him a clear vision of what was needed: scalability, seamless integration and a partner invested in their growth.

Hardis OMS checked all the boxes:

☑ Compatibility with Petrol's application landscape and marketplace integrators like ChannelEngine.

☑ Multi-country, multi-stock capabilities, critical for a global brand.

☑ Configurable solutions tailored to Petrol's size and growth trajectory.

☑ A partnership mindset focused on collaboration.

The road ahead:
Implementation under pressure

With Black Friday and Cyber Monday looming, the pressure to implement the OMS in time was immense. While the tight timeline added complexity, the collaboration between internal teams and Hardis ensured success.

What really mattered in this project:

- Adaptability and quick problem-solving as issues arose.
- Collaboration across teams to ensure alignment despite the compressed timeline.
- A focus on achieving immediate milestones while planning for scalability.

"We had to launch the OMS, a new Shopify platform, and marketplace integrations all at once," Daniel explains. *"It was a monumental challenge!"*

🚀 Accelerating success

"Hardis OMS stood out as the best fit for our business model, size, and ability to scale."

The implementation of Hardis OMS transformed Petrol Industries' operations, laying a strong foundation for future growth. The unified system brought internal teams, technology solutions, and OMS capabilities together into one seamless ecosystem.

Key improvements delivered:

▶ **Real-time visibility:** Accurate, real-time data increased sellable stock across channels.

▶ **Operational stability:** Cyber Month & Black Friday, a high-pressure period, was executed without a single hiccup.

▶ **Unified collaboration:** Teams across departments worked in harmony, a truly omni-channel experience.

▶ **Scalability:** Revenue skyrocketed by 400% over three years.

> ❝
> *"We ran a completely smooth Black Friday and Cyber Monday with zero disruptions. That's a testament to the stable environment we've built together," Daniel reflects.*
> ❞

Breaking new ground
Multi-stock & VAT reporting

One of the standout achievements was automating tax and compliance for cross-border fulfilment across multiple EU countries. Managing VAT reporting for multi-country, multi-currency transactions is a persistent challenge for retailers, especially when selling via marketplaces with different tax obligations.

Here's what Hardis OMS delivered for Petrol Industries:

☑ Automated VAT calculations and reporting; reducing manual workload and errors.

☑ Seamlessly handled multi-country tax compliance, meeting regulatory requirements.

☑ Simplified stock ownership complexities across different fulfilment models.

"Before, tax reporting for cross-border orders was a major operational headache. Now, it's automated, accurate and effortless."

💡 Lessons learnt

Reflecting on the journey, Daniel offers advice for those considering an OMS implementation:

▸ **Think long-term:** "Don't think about where you are today, think about where you want to be tomorrow."

▸ **Engage stakeholders**: Align teams on a shared vision for success.

▸ **Choose the right partner:** Collaboration and compatibility are key to lasting success.

A journey fuelled by Partnership

For Petrol Industries, the journey with Hardis wasn't just about technology but also the growth, collaboration, and a shared vision for the future.

"I'm proud of what we achieved together, not just the solution, but the collaboration and teamwork that made it possible."

As the company continues to expand its global footprint, it's clear that the partnership with Hardis has set Petrol Industries on the path to sustained success.

HARDIS Supply Chain

www.hardis-oms.com

As part of Hardis Group, we bring 40+ years of expertise in retail technology, logistics, and fulfillment. With 1,700 employees and a global presence, we provide retailers with the technology, strategy, and support needed to scale confidently and future-proof operations.
From omnichannel fulfilment to scalable retail solutions, we're ready to help you navigate the future of unified commerce.

Let's talk about your next retail success.