

CUSTOMER STORY · FREEZE-DRIED MEALS, NUTRITION AND OUTDOOR GEAR

Scaling up without surprises.

From Lorient, Lyophilise & Co sells more than 700 freeze-dried meals, along with nutrition and outdoor gear. Purchasing, inventory, picking and shipping run through myFulfillment.



Pablo Gasnier
Business Development Director · Lyophilise & Co



Sébastien Coché
Operations Manager · Lyophilise & Co



THE STORY

A Lorient-based specialist in outdoor food, online and in store

In Lorient, Lyophilise & Co feeds and equips sailors, hikers and athletes: freeze-dried meals, nutrition and outdoor gear.



“Lyophilise & Co has been around for 15 years now, and we specialize in selling freeze-dried meals for the outdoors.”

Pablo Gasnier · Business Development Director · Lyophilise & Co — *condensed extract*



Freeze-dried meals, nutrition and outdoor gear

COUNTRY	BOOSTMYSHOP PRODUCT
France	myFulfillment
ONLINE STORE	PARTNER
PrestaShop	Soledis
WEBSITE	
lyophilise.fr	

SKUS

≈ 2,500

including more than 700 freeze-dried meals

WAREHOUSE

≈ 800 m²

PARCELS A YEAR

≈ 50,000

PARCELS A DAY IN PEAK SEASON

Up to 800

WHO'S SPEAKING



Pablo Gasnier
Business Development Director



Sébastien Coché
Operations Manager

WORKING TOGETHER

Deploy fast, on PrestaShop

THE CHOICE

Lyophilise & Co wanted a tool that integrated directly with PrestaShop and could go live very quickly.

Direct integration with PrestaShop was an essential criterion, alongside responsiveness and speed of implementation. Going live took less than a month, setup included, and both the logistics and purchasing teams picked up the tool quickly.



“We were looking for responsiveness and a fast rollout. At the time, we needed to deploy a solution very quickly, and you were the most responsive.”

Pablo Gasnier · Business Development Director · Lyophilise & Co —
condensed extract

DAY TO DAY

A partner close at hand, a stable system

Pablo estimates the tool covers about 90% of the company’s needs; for the rest, the team knows it can call on Boostmyshop.

Day to day, the team also relies on automatically generated return labels, stock transfers to the Lorient store, and purchase prices and EAN codes sent to PrestaShop. Bundles, several products in a custom-made box, are managed as kits in myFulfillment with no custom development and carry their own EAN codes. The number of users has grown without unpleasant surprises.

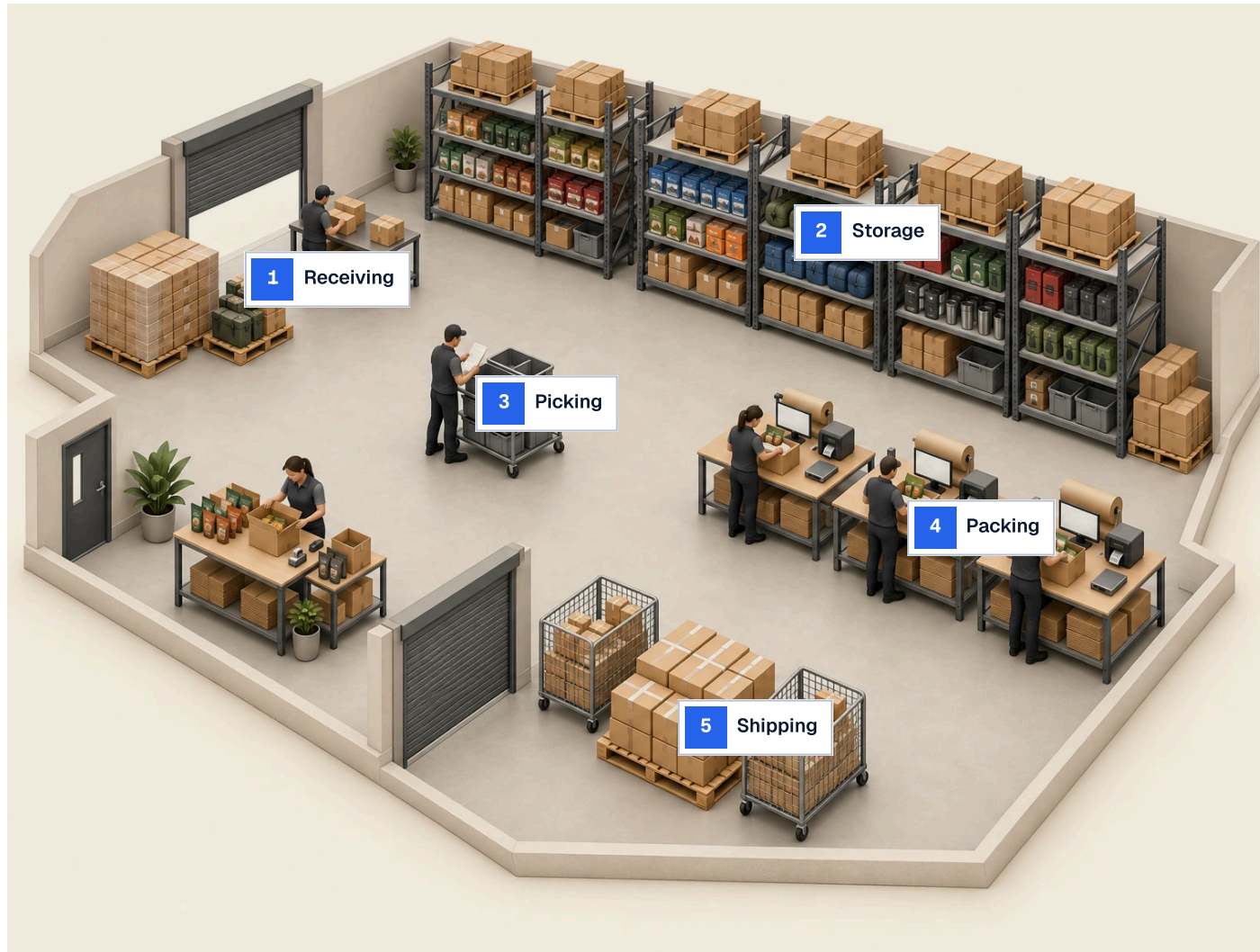


“The relationship is healthy, and it works well. It matters to us to have a partner who stays close and can meet our needs.”

Pablo Gasnier · Business Development Director · Lyophilise & Co

THE OPERATIONAL JOURNEY

From receiving to shipping



Illustrated cutaway, not to scale: the areas of the Lorient warehouse that goods move through.

The Lorient warehouse is new. Deliveries are received supplier by supplier, and products are stored by brand in fixed locations with overstock right above. Orders are picked with carts, packed, then handed over to carriers in the shipping area. myFulfillment handles purchasing, inventory, picking and shipping.

- 1 RECEIVING**
Supplier by supplier
- 2 STORAGE**
One brand, one place
- 3 PICKING**
With a cart and a paper list
- 4 PACKING**
At the packing station
- 5 SHIPPING**
Where the parcels leave

01 / RECEIVING

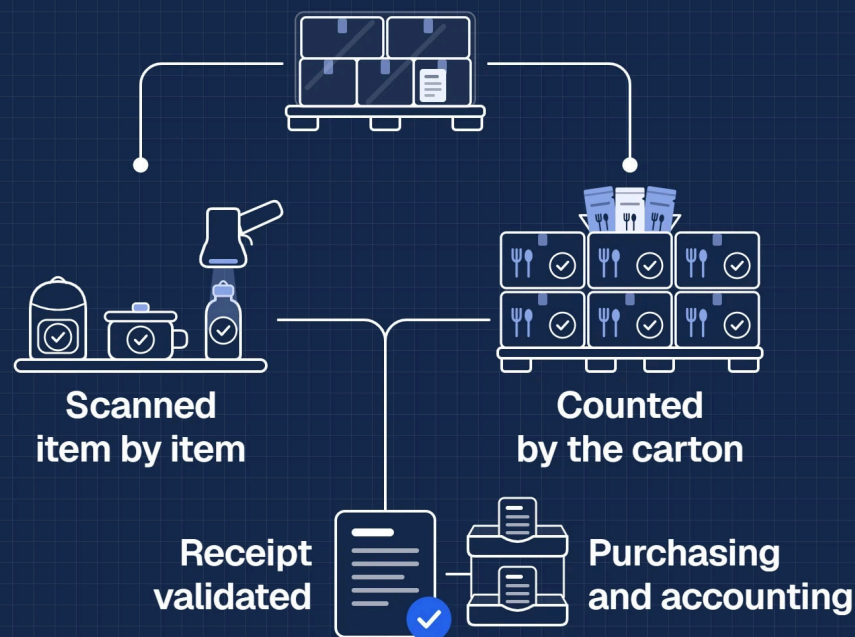
Supplier by supplier

Deliveries are received supplier by supplier. Gear is scanned; food, delivered on large pallets, is counted by the carton, and the team enters the quantities based on the case pack.

“Soon our supply planner will be working right here on site, so they’ll have the full picture of what physically comes in.”

Sébastien Coché · Operations Manager · Lyophilise & Co — *condensed extract*

Once entered and validated in myFulfillment, the goods receipt goes to purchasing and accounting.



02 / STORAGE

One brand, one place

“With a brand, all its products are in the same place, so it’s easier. And the brand’s overstock is often right above, in the pallet racking.”

Sébastien Coché · Operations Manager · Lyophilise & Co —
condensed extract

Each brand has fixed locations on the shelving. The pallets at the end of each aisle hold stock waiting to be put away.

When the team moved into the warehouse, they first placed brands according to sales volume. Storing by brand keeps the work simple: everyone knows where to find a product.



Overstock sits in the pallet racking, on the upper levels of the shelving.

03 / PICKING

With a cart and a paper list

Pickers set off with multi-tote carts and a paper pick list. Waves are organized by carrier priority.

Each cart carries six to eight totes. At the end of the run, it goes to packing, where someone else packs: picking and packing are never done by the same person, summer or winter.



04 / PACKING

At the packing station

“Even in winter, one person always does the picking and another the packing.”

Sébastien Coché · Operations Manager · Lyophilise & Co
— *condensed extract*

The packing stations share one area next to the shipping area, and more of them open in peak season.

1

Scan

Each product in the order is scanned at the station.

2

Box

Products go into a box and are cushioned, usually with kraft paper.

3

Weigh

Every parcel is weighed on the station's scale before it leaves.

4

Label

The carrier label is printed; for Schenker, it prints automatically.

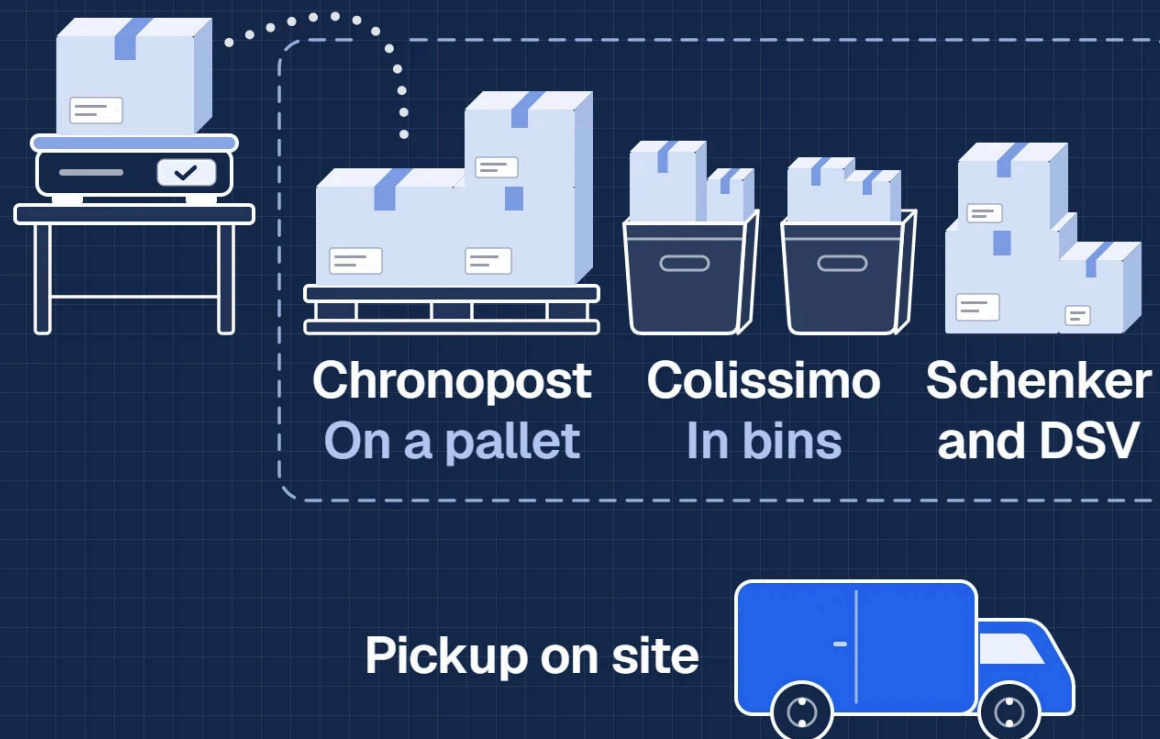


The packing station, drawn from the Lorient warehouse.

05 / SHIPPING

Where the parcels leave

Sébastien sees it as one of the most important parts of the operation. Chronopost parcels leave on pallets, Colissimo parcels in bins, and the carriers collect them on site.



CONTINUE THE CONVERSATION

What if your next peak season went by without surprises?

Think back to your last peak season: which step slowed the warehouse down, from supplier receiving to carrier pickup?

That specific case gives the Boostmyshop team a more useful starting point than a list of features.

Talk to the Boostmyshop team



Get in touch
boostmyshop.com/en/contact



Watch the film and read the story
boostmyshop.com/en/customers/lyophilise

“I think the software will keep up with our growing volumes and our different functional needs.”

Pablo Gasnier · Business Development Director · Lyophilise & Co

Thank you to Pablo Gasnier, Sébastien Coché and the Lyophilise & Co team for welcoming us to Lorient and opening the doors of their warehouse.

Interviews with Pablo Gasnier and Sébastien Coché at Lyophilise & Co, October 2026.

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



The Boostmyshop team.