

ILG Peak Forecasting Pack – Q4 2026



Contents

Introduction	3
E-Commerce Activity	4
Rework	4
Sampling Activity	4
Wholesale / Retail	5
Inbound Deliveries	6
Returns	6
Front-End Customer Messaging	6
Commercial Considerations	6
Further Planning Guidance	7
Communicating with Us	8
Summary	8

Introduction

We're already preparing for Peak 2026. We fully appreciate that current market conditions remain challenging for the brands we work with, and there is a level of uncertainty around consumer demand. Despite that, early forecasting and clear communication are more important than ever to help us plan effectively and continue delivering the high standards of service you expect.

To support you in sharing your peak trading plans and order volume forecasts with us, we've put together this updated pack. It's designed to make the process as straightforward as possible, with structured templates and examples to guide you in providing the key information we need.

In previous years, we've received this information in a variety of formats, which can make planning more complex. This pack aims to standardise the process and ensure consistency across all accounts.

We've covered all major operational areas and included helpful considerations that may prompt discussions you haven't yet had. As always, your usual ILG contacts are here to support you with any questions or concerns.

Key Request:

We kindly ask that you provide your daily Q4 (November and December)

- e-commerce forecast by orders and units, by day, no later than Friday 17th July 2026
- for wholesale we kindly ask for this to be supplied as soon as possible

We hope this pack proves useful in your planning and forecasting efforts. Thank you in advance for your collaboration; we look forward to supporting you through another busy and successful peak season.

Thanks as always,

Jo Pinder

Head of Customer Service

E-Commerce Activity

The most critical piece of information we require is a detailed daily breakdown of your forecasted order volumes and units throughout the peak period.

Below is a link to an example format of a daily broken-down forecast, we ask that you complete this and provide it to your usual ILG contact. This breakdown is crucial for the operations team to use as a base plan for required resource. Whilst we know this information can change based on customer ordering patterns, it will give us a framework to work on.

[Click here to download the suggested format template >>](#)

Please provide details of any specific SKUs or promotional activities planned during the peak period, broken down by day. This information is vital for us to anticipate potential spikes in volume and allocate resources accordingly. A table in the format below is a great way to share this data clearly and consistently:

Date	SKU / Promotion Detail	Forecasted Order Volumes
11th	Free delivery site-wide	50% increase on normal volume – 750 orders
12th	Free delivery site-wide	50% increase on typical weekend volume – 1,050 orders
13th	Free delivery site-wide	50% increase on typical weekend volume – 1,050 orders
21st	SKU launch – SKU ABCDEFG. Email to VIPs at 7am, general email at 9am	30% uplift – 650 orders

If your promotional calendar is still being finalised, even a draft version will help us begin planning. Your ILG contact is available to assist with any questions or to help structure this data if needed.

The above is a very detailed example but gives our operation and CS team a clear understanding of your activity. We understand that within the fast-paced environment of our customer base, last-minute internal decisions on promotional activity can occur to increase sales. We would ask that whenever this occurs ILG are informed as any decisions are made (this can be as simple as an email to your Logistics Coordinator/Senior Coordinator) so that when we come into any unexpected volumes, we already have the information and can react quicker to operationally support and advise on phasing plans to effectively manage additional volumes.

Rework

Our rework team gets booked up ahead of the peak period. We therefore ask that all rework requests for August 2026 onwards that fall outside of your usual volumes must be communicated to us by Friday, 7th of August 2026.

- **Advance Notice:** The earlier we receive your rework requirements, the better we can plan and allocate capacity.
- **Stock Availability:** If stock is not yet available, please provide the expected delivery dates for the final items. This allows us to determine the earliest possible start date for the rework.
- **Kit Assembly:** During peak, building kits as part of the pick-and-pack process is not feasible due to the impact on operational productivity. Any activity requiring assembly must be treated as a rework and scheduled accordingly, with sufficient time between stock arrival and kit launch.
- **Capacity Constraints:** Rework capacity becomes increasingly limited from early summer due to Christmas kitting. Early submission of requests significantly increases the likelihood that we can accommodate your needs.

Sampling Activity

During the peak period, we're often asked about including samples or marketing collateral within customer orders. While this is something we can accommodate, the most efficient and reliable method is for these items to be included as part of the order itself via a dedicated order line rather than added manually by the operational team.

Including these items on the order:

- Ensures accurate and consistent fulfilment
- Helps maintain correct stock levels within the warehouse
- Reduces the risk of errors or omissions during packing

Wholesale / Retail

As our clients' wholesale channels continue to diversify, this area is becoming increasingly important to plan for accurately. Order volumes over September/October tend to be a lot larger to stock up stores, please bear in mind lead times/transit times and order drop dates when placing these orders. Any large volumes which have not been previously communicated may impact lead times and impact final delivery dates. It would be good practice to start having conversations with relevant retailers to find out restrictions on deliveries over this period, and equally their ordering patterns leading into peak.

Unlike e-commerce, wholesale fulfilment typically requires:

- More skilled operational resource
- Earlier delivery timelines
- Greater complexity in handling and coordination

Given these factors, it's essential that we receive as much detail as possible around your wholesale activity during the peak period. While we understand that B2B shipments may not allow for the same level of granular forecasting as e-commerce, the following information will significantly support our planning:

a) Store Kits & Rework Requirements

Will ILG be required to assemble or rework kits for store deliveries? If so, please refer to the rework section above and ensure we receive stock drop dates and kit launch timelines.

b) New Store Openings, Pop-Ups, or Sampling Activities

Please let us know about any new retail locations, temporary pop-ups, or promotional sampling initiatives planned during this period and as far in advanced as possible.

c) Indicative Drop Dates for Store Deliveries

Providing example delivery dates for stores will help us align resources and capacity accordingly.

W/C	SKU's	Drop Dates
6/11	ABCDE – Selfridges Special	First drop 1000 units 6th Second drop 1000 units 9th
	ABCDEFG – All stores	Delivery by 10/11
	HIJKL – all stores	Delivery by 15/11

Any information you can provide on forecasted order volumes and store drop or launch dates will greatly assist us in understanding the scale and timing of your wholesale operation. We're aware that many of these activities will take place ahead of Cyber Week, due to the need for stock to be in place early. However, the more notice and detail we receive, the better we can plan resources and manage site capacity effectively.

If any of your wholesale partners have flagged booking slot limitations or specific delivery timeframes they expect ILG to meet, please share these with us as early as possible. This allows us to work with you to meet those expectations.

Please note that for most retailers, orders must be picked and packed before booking slots can be confirmed especially with large volumes. Understanding any constraints in advance enables us to ensure orders are processed in time to meet those requirements.

Inbound Deliveries

Inbound deliveries are always a key part of our planning, but as we approach the peak trading period, timing becomes even more critical. Understanding your inbound stock, packaging, and consumables schedule will help us manage space, allocate resources, and ensure smooth operations.

We recognise that delays can and do happen—now more than ever. That's why early and proactive communication is essential. If you anticipate any delays, please notify your ILG contact as soon as possible. This allows us to prioritise urgent bookings and ensure your promotional timelines are met.

What We Need from Your Inbound Forecast:

- Expected volumes: Number of pallets or units due to arrive
- Delivery dates: Ideally exact dates for large shipments, or week commencing dates if still to be confirmed
- New or launch SKUs: If flagged in advance, we can allocate appropriate warehouse locations and prioritise booking ahead of the rest of your shipment
- Packaging deliveries: Your forecasted order volumes should guide the timing and quantity of packaging deliveries to ILG

If you work with a UK-based packaging supplier, consider whether call-off deliveries to ILG (rather than bulk shipments) are possible. This approach can help reduce storage pressure, improve operational efficiency, and avoid unnecessary storage charges.

Please note: All delivery booking slots into ILG are allocated on a first-come, first-served basis, in line with our inbound capacity.

Returns

If returns are a relevant part of your business, it's important to note that we typically see a significant increase in returns volumes shortly after the peak trading period. To help us plan effectively, any data you can share such as year-on-year percentage increases in returns will be extremely valuable for forecasting and resourcing within our operations.

Front-End Customer Messaging

We also recommend reviewing the returns messaging on your website and customer communications during peak. Given the high volumes handled by both carriers and our warehouse teams, we suggest extending your standard returns processing timeframes during this period.

This adjustment will:

- Help manage customer expectations
- Allow sufficient time for goods to be returned and processed
- Reduce the volume of customer service queries related to returns

Once we have visibility of your expected returns volumes, ILG can work with you to recommend appropriate processing timeframes and ensure your messaging aligns with operational realities.

Commercial Considerations

Depending on your business model and the terms of our agreement with you, your usual ILG contact may reach out to discuss commercial elements such as **minimum billable order volumes** and **peak period surcharges**, where appropriate. These discussions are designed to ensure transparency and alignment as we plan for the increased operational demands of the peak season.

Further Planning Guidance

Some other points that may be relevant to your business over peak:

Customer Delivery Options

Offering next-day delivery during Cyber Week can be risky if service levels cannot be guaranteed. Carrier networks are often stretched beyond capacity, and delays are common.

One of the benefits of working with ILG is our ability to advise on:

- The most suitable carrier options based on your volumes and service levels
- When to offer express services vs. when a standard service may be more appropriate to avoid customer disappointment

Front-End Messaging

Many clients choose to update their website messaging during peak to reflect the pressure on carrier networks. We recommend:

- Informing customers that delivery times may be longer than usual
- Advising them to contact Customer Services only after the full delivery window has passed

This helps reduce pressure on your support teams, ILG, and the carriers—who will all be managing exceptionally high volumes of enquiries. ILG can advise on realistic delivery and dispatch timeframes based on your forecasts.

New Peak Period SKUs

Have all new SKUs been set up in our system with the required information?

For new product launches, where uptake is uncertain, we recommend monitoring daily sales closely. ILG will work with you to identify trends and adjust operational plans accordingly.

Gift Sets & Packaging

Are you offering any gift sets or bundles that may not fit in your standard e-commerce packaging?

If so, does ILG have a suitable plain box available, or will these need to be ordered in? Please confirm quantities required to avoid delays.

Bank Holidays & Launch Timing

Have you factored in UK bank holidays when planning product or promotional launches?

Aligning your launch dates with ILG's operational calendar ensures realistic delivery expectations and accurate front-end messaging.

- Monday 31st August 2026 – is the last UK Bank Holiday before Christmas.

Launch Timing & Order Flow

Launching products early in the day allows a full day of order processing before cut-off.

Late-day or evening launches may shift order volumes into the next working day. Sharing this information helps ILG plan resources accordingly.

Value-Add Services (e.g. Gift Wrapping, Embroidery)

If you're planning to offer additional services during peak, such as gift wrapping or embroidery, please inform us as early as possible. These services impact throughput and require additional planning. ILG will work with you to scope out options and manage both volume and customer expectations effectively.

Communicating with Us

As we look forward to the busiest period of the year, clear and efficient communication becomes even more important. To help us respond to your queries as quickly and accurately as possible, we kindly ask that you follow the guidance below:

Fulfilment-Related Enquiries

For any new customer service queries related to fulfilment, please email fulfilment@ilguk.com rather than individual inboxes.

This shared inbox is connected to our intelligent ticketing system, which automatically recognises your domain and routes your enquiry to the appropriate Logistics Coordinator or Senior Coordinator.

This approach ensures:

- Faster response times
- Better visibility across our team
- Consistent service, especially during high-volume e-commerce periods

The fulfilment telephone number: **Fulfilment Telephone: 0203-7802-877**

For any customers that have their wholesale sat within the **ILG Wholesale Team** please continue to email fulfilmentcswholesale@ilguk.com and use the relevant escalation point when required.

Delivery-Related Enquiries

For any queries related to deliveries after dispatch (e.g. tracking, delivery status, “where’s my parcel”), please contact delivery@ilguk.com or <https://ecm.gfsdeliver.com/portal>

Only pre-dispatch queries should be sent to fulfilment@ilguk.com.

Meeting Requests During Peak

Throughout November, our Customer Services team will be fully focused on managing the high volume of seasonal enquiries.

To help us maintain service levels, we kindly ask that only urgent meetings are scheduled during this time. This allows our team to remain focused on supporting you and your customers.

Summary

As we prepare for Peak 2026, your collaboration and timely communication are more important than ever. This pack has outlined the key areas where your input will help ILG plan effectively and deliver the high standards of service you expect.

Key Takeaways:

- **Submit your daily Q4 e-commerce forecasts** (orders and units) by **Friday, 17th July 2026**
- **Rework requests** outside of usual volumes must be submitted by **Friday, 7th August 2026**
- **Include samples or collateral** via order lines, not manual additions
- **Provide wholesale forecasts** including store drops, new launches, and booking constraints
- **Share inbound delivery schedules** early, including packaging and new SKUs
- **Plan for increased returns** and adjust customer messaging accordingly
- **Review delivery options and front-end messaging** to manage expectations during peak
- **Communicate any value-add services** (e.g. gift wrapping) as early as possible
- **Use fulfilment@ilguk.com** for all new fulfilment-related queries
- **Use fulfilmentcswholesale@ilguk.com** for wholesale-related queries if your account is allocated to this team
- **Use delivery@ilguk.com** for post-dispatch delivery queries
- **Limit non-urgent meetings in November and December to** help us stay focused on your customers

We’re here to support you every step of the way. Please share this pack with your wider teams and reach out to your ILG contact with any questions.

Thank you for your continued partnership—we look forward to a successful Peak 2026 together.

Jo Pinder

Head of Customer Service, ILG