

How **EngineerBabu** Helped **Frank Green** Handle **90,000+ Orders/Week** With Zero Downtime



From Lifestyle Brand To **Global Phenomenon**

Frank Green started with a mission — to make reusable products aspirational. Their designs were bold, their message was clear, and their products quickly became symbols of a new conscious lifestyle.

What followed was nothing short of a movement.



Tens of thousands of customers.



Multiple geographies.



Explosive social media traction.

But with every new drop and campaign, something else began to grow **the strain on their tech infrastructure**.

When Momentum **Outpaces** Systems

The brand’s visibility soared. Sales jumped from **10,000** orders a week to over **90,000**, seemingly overnight.

But the legacy systems behind the scenes couldn’t keep up:

- Flash Sales Brought The Site Down
- Latency Issues Crept In Across Regions
- Checkout Delays Increased Drop-Offs
- Internal Operations Became Bottlenecked

Frank Green had built a brand **the world loved**. But to scale it further, they needed something stronger behind the curtain.



That’s When **EngineerBabu** Came In.

We weren’t asked to fix things. We were asked to **rebuild the backbone** of a global brand **silently, swiftly, and at scale**.

From Day 1, our focus was clear:

“Build a backend infrastructure that could disappear into the background, so the product and brand could take center stage.”

Our contributions included:

- Re-architecting the entire backend for stability under high concurrency
- Developing load-balanced systems that eliminated crashes during flash sales
- Optimizing performance for global audiences, with seamless uptime
- Streamlining the checkout funnel to reduce abandonment and friction
- Stress-testing everything before launch, to ensure it just works

Every touchpoint was redesigned to be fast, scalable, and invisible because the best tech doesn’t shout; it supports.

The Result

With the new system in place, Frank Green scaled effortlessly:

- Over 1M orders/year, powered by a system that never buckled
- Zero downtime, even during high-pressure launch events
- They got recognized by industry awards including:
 - Good Design Award
 - Innovation Award
 - Sustainability Gold Award

It was no longer just a beautiful product. It became a beautifully engineered business.



Why They Chose **EngineerBabu**

In their own words, they didn’t need more agencies. They needed people who could execute.

And that’s where EngineerBabu thrives:

- Fast onboarding, fast decisions
- Strategic backend planning
- Silent, dependable delivery
- Long-term engineering thinking

We didn’t redesign the brand. We redesigned how far it could go.

“We were scaling fast, and the crashes were faster. EngineerBabu came in, understood our chaos without creating more, & built the backend we didn’t know we needed. What they delivered wasn’t just tech. It was peace of mind.”

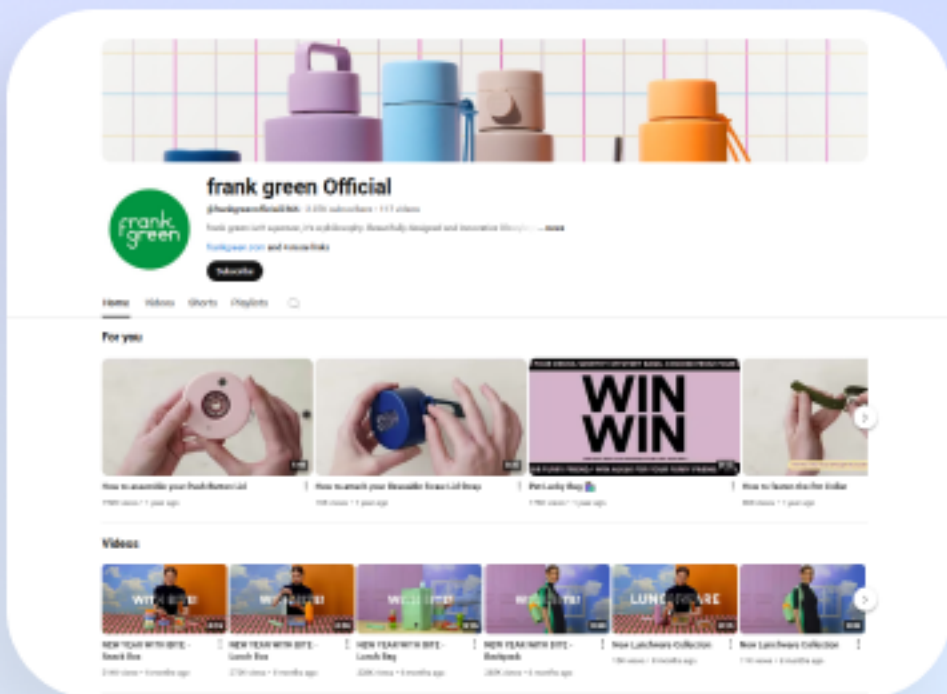
- Benjamin Young
Founder, Frank Green



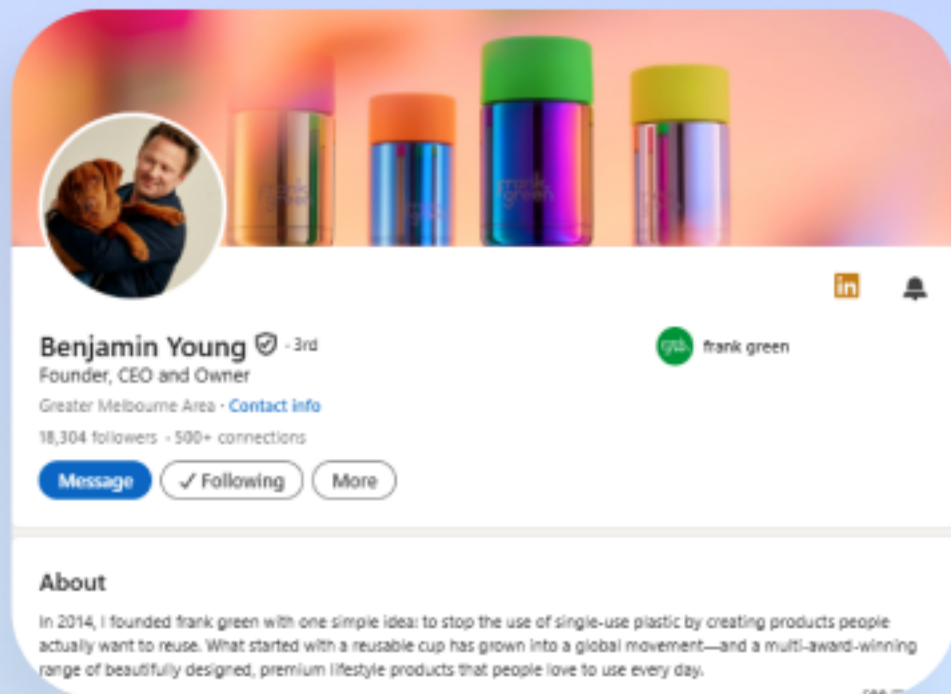
Want To **Explore More?**



Frank Green Website



Watch the Brand in Action



Founder – Benjamin Young