



STORD, INC. ATLANTA, GEORGIA
MAKE YOUR SUPPLY CHAIN A COMPETITIVE ADVANTAGE

Cloud Supply Chain for Direct-to-Consumer Brands

Join the leading direct-to-consumer (DTC) brands that are growing their top lines while reducing operating expenses and boosting customer satisfaction.

Stop patching together multiple 3PLs, inefficient operations and disconnected software. Stord connects all of the disparate pieces that businesses like yours need for their port-to-porch supply chains: transportation, warehousing, fulfillment, packaging, last mile / parcel and integrated software **through a cloud supply chain approach.**

What's that? Cloud Supply Chain is the **convergence of all the digital and physical tools you need** to orchestrate, scale, and optimize your supply chain with the ease, speed and flexibility of the cloud.



Key Benefits

On-demand Scalability

Built to support your business as it grows, when you need it, to meet customer demand today - and tomorrow

Superior Customer Experience

Fast turnaround times, low error rates, rapid delivery times, recurring subscriptions and innovative product presentation

Complete Visibility

Single dashboard with accurate inventory tracking across all your warehouse locations (3PL or owned) and orders from all your sales channels

Integrated DTC and Retail Logistics

Single solution with complete multichannel support across all order and sales channels

Unprecedented Flexibility

Access the logistics capabilities and capacity you need to handle expanding demand, peak seasons and new sales channels

Deep Industry Experience

20+ years supporting the unique needs of DTC companies while delivering best-in-class customer service

Powerful ROI

Highly cost-effective integrated logistics services and technology to orchestrate, scale and optimize your entire supply chain

Rapid Reaction

Sector expertise and team agility enables support and flexibility for last minute changes from market demands to customer requests

"I just wanted to take a second and call out the absolutely INCREDIBLE job your team has done. They have endured Covid19 related shutdowns, imbalanced inventory, and Native's promotional events...It makes me proud to know Native is in the hands of such a competent fulfillment warehouse and I look forward to the journey ahead, including epic growth for Native!"

JOHN HULJAK - VP OF OPERATIONS & EMERGING BRANDS PS LEADER, NATIVE



Industry Challenge

For DTC companies, delivering a superior customer experience, while driving brand awareness and recognition are paramount. But managing a large number of SKUs, often with multiple products per order; delivering product on a subscription basis; specialty packaging needs; and even climate requirements can test any company's supply chain. Packaging efficiency is also critical, as larger product sizes can drive higher shipping expenses. For many DTC products, maximizing packaging sizes helps reduce dimensional weight and corresponding costs.

How We Help

Stord understands the importance of delivering a high impact customer experience in this sector. And that starts with **rapid fulfillment, 99.9+% pick accuracy, on-time delivery and proper packaging & presentation**. We have over 20 years of experience in supporting and exceeding the expectations of the leading DTC brands.



Select Customers

SeedHealth®

NATIVE

jupiter

TULA



Green Gardener

KINSHIP

insta
natural.

NextEvo™
NATURALS

PEACH & LILY

jolie

The Stord Cloud Supply Chain Solution for DTC Subscription Brands

Stord Supply Chain Capabilities

- Freight Transportation (FTL, LTL, and Drayage)
- Warehousing
- Order Fulfillment
- Specialty Packaging
- Parcel / Last Mile Delivery

Stord Software

- Order Management & Routing
- Multichannel Inventory Management
- Last-Mile Optimization
- 'Control Tower' Visibility & Analytics
- Connectivity / Integration / System Interoperability

Category Experience

- Apparel & Accessories
- Beauty & Cosmetics
- CPG
- Educational Materials
- Electronics
- Food & Beverage (shelf stable)
- Health & Wellness
- Leather Goods
- Nutritional Supplements
- Pet Supplies
- Personal Care
- Sports Nutrition
- Sporting Goods

Demonstrated Sector Expertise

For DTC companies, supply chain requirements can get complicated, fast. For example, high volume kitting and reworks are a crucial part of operations. Whether you need simple kits or very complex ones (e.g., with multiple items, die-cut boxes, stickers, ribbon or special placement), Stord has you covered with this and more:

- High Volume Kitting & Reworks
- Recurring Subscription Fulfillment
- High Visibility/Promotional/PR Kit Assembly
- Scalable Nationwide Storage Capacity
- Volume-Discounted Parcel Shipping
- FDA Registrations
- Cosmetics and Supplement Specific Storage
- Lot Number and Expiration Date Tracking
- Custom Packaging Assembly
- 99% 1-2 days US Delivery Coverage
- International/Overseas Shipping

Cloud Supply Chain In Action



Started as an online-only brand, Native is a skincare and cosmetics company that's grown to be the fastest growing skincare brand in national retailers like Target, Walmart and CVS. Native began its business with 12 SKUs and a single location. Within its first two years, Native grew to 8-figures in revenue and began expanding to online marketplaces and national retail chains.

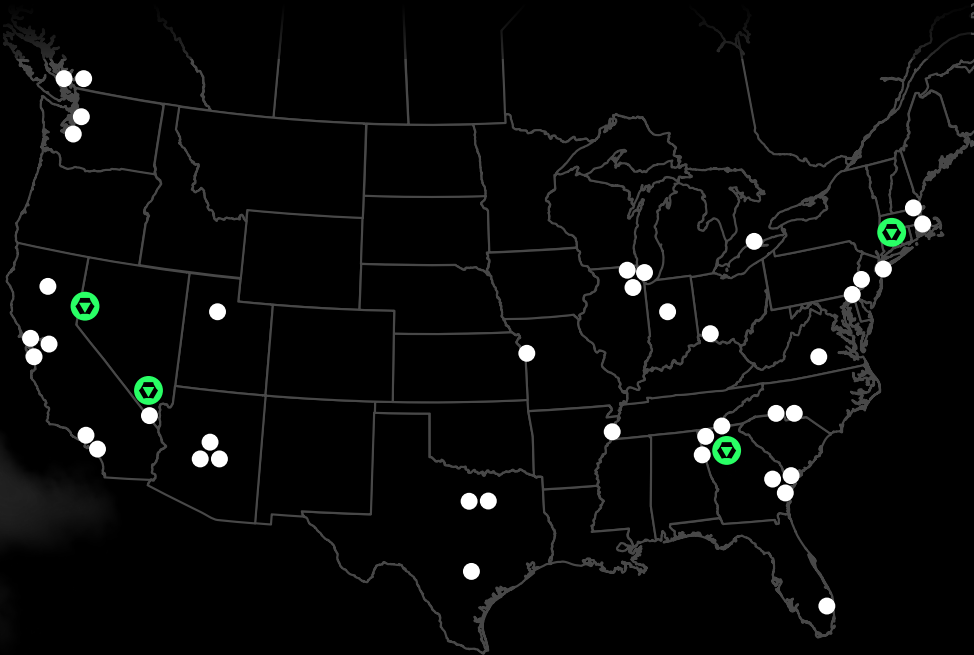
It wanted to grow massively and add new products but were concerned its current fulfillment vendor wouldn't be able to manage additional SKUs or even have enough space in its warehouse. This massive SKU growth was challenging because pick & pack walk sequences increased, its health & beauty products required extensive lot tracking, and the increased SKU volume required more packing variations which complicated order packing. Native needed a better solution for warehouse space, pick & pack optimization, and shipping hundreds of thousands of orders per month.

Given these challenges to its high growth (12 to 300+ SKUs), Native decided to partner with Stord for its **high volume, multichannel fulfillment operations**. With two strategic locations to serve its growing nationwide customer base, Stord supported its scale with additional customized space and sophisticated order management technology, and trained and added warehouse staff each time a new packaging variation was introduced, SKUs added and order volume increased.

Prior to Stord, Native also had grappled with inefficient, complex and costly packaging, resulting in products shipped in the wrong packaging, continual delays in fulfillment and customers' noticing the amount of wasteful packaging. When Native switched to Stord with its experience and industry knowledge, the brand **improved its sustainability**, ultimately reducing its packaging variations from 17 to four, with only three types of boxes in stock. Because of this, **packaging cost was reduced**, fulfillment was much more streamlined, and **shipping delays were slashed**.

Stord Fulfillment Network

-  Stord Facilities
Dedicated 1st-Party Capacity
-  Extended Network
Premier Partner Network



About Us

Stord is the leading Cloud Supply Chain provider enabling companies to compete and grow with world-class logistics—including warehousing, transportation, and fulfillment—in a single, integrated platform that's available exactly when and where they need it. Hundreds of DTC and B2B companies like Alex and Ani, Native, Tula, Seed Health, American Giant, Branded, and Thrasio use Stord to make their supply chains perform with the speed, flexibility, and ease of the cloud.

Led by former operators from Amazon, XPO, and Manhattan Associates, Stord is headquartered in Atlanta and backed by leading investors, including Kleiner Perkins, BOND, Franklin Templeton, Founders Fund, Lux Capital, D1 Capital, Salesforce Ventures, Susa Ventures, and Lineage Logistics.

SeedHealth

AMERICAN GIANT

TULA

DYPER

BRANDED

ALEX + ANI

goodr

KINSHIP

BODYARMOR

NATIVE

ipg
intertape
polymer
group

PRIMALFORCE

THRASIO

Are you ready to move your supply chain to the cloud?

Get started: call us at **1-833-700-2025** or email us at **sales@stord.com**.