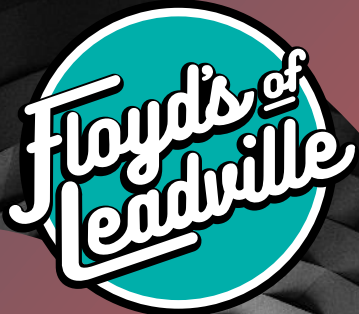


Expanding from eCommerce Seller to C-Store Leader

HOW FLOYD'S OF LEADVILLE USED STRATEGIC
FULFILLMENT PARTNER, NOVEX SUPPLY CHAIN, TO
EXPAND FROM PRIMARILY ECOMMERCE AND SMALL
RETAILER SALES TO A COAST TO COAST
CONVENIENCE STORE PRESENCE





COMPANY BACKGROUND

Floyd's of Leadville is a successful CBD company founded by Floyd Landis in 2016. The company got its start in ecommerce in 2017 by selling CBD tinctures and soft gels on FloydsOfLeadville.com. Today, they have over 100 SKUs of CBD products, including a line called "Floyd's on the Go", which is predominately sold at convenience stores.

THE CHALLENGE

Starting a company is never easy. However, when your product is geared toward athletes and you happen to be Floyd Landis, winner of the 2006 Tour de France, your brand recognition comes quickly. Within 3 months of launching their website, they were looking for a fulfillment partner. They selected BGS Fulfillment (which now operates as NovEx Supply Chain) as a partner. This decision was due to NovEx's strategic Memphis location (which meant cheaper, faster shipping) and NovEx's experience in both ecommerce and retail distribution. Despite early success in ecommerce, Floyd's was looking to grow. They aspired to be in households, retailers and convenience stores around the country and knew that in addition to marketing, a strategic fulfillment partner was key.

In February 2018, Floyd's of Leadville started shipping with NovEx and had around 20-30 orders per day. Though that number had room to grow, NovEx views all customers as valuable partners worth respect, and as such gave Floyd's the same hands-on attention as their clients shipping 1,000 packages a day. NovEx was more than a fulfillment partner. NovEx provided Floyd's with forecasting, reorder points, product cost analysis, and the NovEx Customer Care Team handled FloydsOfLeadville.com customer service.

Ecommerce sales is a fairly simple fulfillment process. You receive an order. You pack the order. You ship the order. Many ecommerce companies start out doing their own fulfillment and only transition to a 3PL when they get tired of all the post office trips. Expanding beyond ecommerce requires a completely different set of capabilities. Floyd's of Leadville knew NovEx Supply Chain would guide them through that transition.

The first real test of this came with their first large retail distributor, Quality Bicycle Products. Floyd's crossed the first hurdle by getting products in front a buyer and receiving the first PO. But you can't celebrate until the first check comes in, and before you can ship that PO, there is a 44-page Vendor Reference Guide to get through. This guide outlines labeling specification, approved packing list formats, and the requirement for a comprehensive directory of all the master case sizes, weights, and item quantities. For an ecommerce business landing their first big win, this a

daunting proposition. For Floyd's, it was no big deal. They had NovEx to help them through the vendor setup formalities. The first shipments were sent off without a hitch and the checks quickly followed. As they added SKUs and retailers, NovEx was there to help them scale and grow quickly.

In 2019, they launched "Floyd's on the Go", a line designed to break into the convenience store market. The marketing for this line required more work than anything they had done before. Cartons were re-designed midway through, so NovEx was there with its kitting service to repackage each product. This hands-on approach proved particularly useful when expansion into Florida required additional data on the packaging to be compliant with state CBD regulations.

As expansion continued, the acrylic point-of-purchase displays Floyd's selected struggled to survive the stress of parcel shipping. NovEx spotted the problem, stepped in, and sourced stronger packaging that would withstand transit trauma. For version 2.0, NovEx introduced Floyd's to C&D Plastics, a Memphis area manufacturer of retail displays and industrial fixtures.

Eventually, large convenience store distributors started coming on board. Each new distributor had a new vendor packet, and each seemed heavier than the last—and all required different labeling and shipping specs. But with each new challenge, NovEx was there to help Floyd's through. Each new PO challenged the supply chain as production had to be advanced to meet higher demands. Luckily, NovEx was there to optimize the shipping and reduce cost at every step—first transporting raw materials to the manufacturers, then getting the manufactured goods to the warehouse, and finally getting the finished product to the end customer.

RESULTS AND INSIGHTS

Two years later, Floyd's of Leadville continues to rely on and partner with NovEx Supply Chain as they accelerate their exciting growth. Floyd's products are now sold in retailers around the country, they put on events from coast to coast, and are distributed by some of the largest convenience stores in the nation. Last month, NovEx shipped over 45,000 units for Floyd's of Leadville.

With the support of NovEx Supply Chain, Floyd's has grown from a company whose entire inventory fit on a single pallet, to one who mass produces their product and receives an average of 2-3 inbound truckloads per month. Soon they will utilize NovEx Supply Chain's West Coast distribution center in Salt Lake City, UT to decrease their transit times and save on shipping cost. Together, Floyd's of Leadville and NovEx Supply Chain will get Floyd's on the Go into every major convenience store chain in the country. In only a couple years, this partnership has expanded to reach new customers across the nation and improve their products at every turn.

Looking for a Logistics Partner?

NovEx It!

WHAT WE DO

We provide simple, agile, end to end order fulfillment solutions at industry leading value. With our digital fulfillment solutions, ability to ship globally, and seamless integration process – we offer the best value and best rates in the 3PL space.

OUR PROMISE

We believe in fast, efficient, and cost effective fulfillment options for business owners. Our owners have over 60+ years of experience in both order fulfillment and owning a b2c company. We partner with you to provide order fulfillment at the best value in the industry.



WHY WE EXIST

We created NovEx to provide business leaders and entrepreneurs with leading order fulfillment solutions with the best shipping rates, reliable shipment times, and the best customer service in the industry.

CONTACT US

Call (801) 566-6722

Email contact@novexit.com

Visit one of our fulfillment locations:

4601 Cromwell Ave
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Memphis, TN
38118

6195 W. 300 S.
Suite 300
Salt Lake City, UT
84104

Want to try Floyd's of Leadville CBD?

Order today at [FloydsofLeadville.com](https://floydsofleadville.com) or fill out a retailer form to sell the products in your store.

Contact Floyd's of Leadville at

Phone: 970-445-3209

General Email: info@floydsofleadville.com



Retail Partner

To sell Floyd's of Leadville CBD in your store go to

<https://floydsofleadville.com/retailers/>
and fill out to retailer form.



Floyd's Cafe

237 N Prince St, Lancaster, PA 17603

and online [@floydscafelancaster](https://www.instagram.com/floydscafelancaster)



Retail Partner

To sell Odessa's Essential Health CBD in your store go to

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