

FULLFILLMENT BY AMAZON (FBA) WITH VARIETY PACK KITTING

THE CHALLENGE

A rapidly growing beverage manufacturer was running FBA fulfillment in-house, pulling leadership and production resources into daily pick/pack fires and limiting their ability to scale promotions. Demand spikes and marketplace requirements increased packout complexity, while their limited fulfillment-experienced workforce struggled to flex with volume. At the same time, 200 percent YoY growth across channels was consuming facility space needed for core processing expansion. They needed an operationally disciplined partner to absorb multi-SKU kitting and marketplace-compliant execution, restore floor space, and support fast, repeatable scaling without building internal logistics infrastructure.



RELY'S SOLUTION

- Stood up a scalable fulfillment and kitting program built for accuracy, flexibility, and operational discipline
- Implemented controlled co-packing for variety packs and multipacks to keep bundles consistent at volume
- Engineered packout definitions, cartonization rules, and documented work instructions before ramp to prevent rework during growth
- Absorbed surge and promotional spikes without disrupting the customer's production lines or forcing overtime chaos
- Executed marketplace-compliant packouts, labeling, and documentation to reduce friction and protect ship windows
- Added lot and expiration-date code verification during kitting, enabling faster root-cause isolation and corrective action when quality issues appeared

PROGRAM SCOPE

- End-to-end FBA fulfillment execution including pick/pack, labeling, and ship coordination
- Variety pack and multipack bundling programs assembled under controlled processes
- 20 unique packout formats/configurations supported
- 194 SKUs supported
- Average FBA transfer order (TO) split across 5-7 ship-to locations per order
- Packout standards, documentation/insert control, and visual work instructions to ensure repeatable execution across shifts and volume swings

359%

FBA volume growth
(6 months)

360,000

Units fulfilled via FBA
(2025)

5-7

Ship-to locations
per order

20+

Packout formats
supported