

359%

FBA VOLUME GROWTH
IN 6 MONTHS

Every promotion meant
pulling your best people
onto the pick-and-pack line.

200 percent year-over-year growth doesn't ask permission. It just takes the floor space and the leadership time your core production needed.

WHAT RELY DOES

RELY stands up FBA fulfillment as a program — **multi-SKU kitting, marketplace-compliant packouts, and lot-level traceability** — so promotions scale without pulling your team off the line.

359%

FBA VOLUME GROWTH IN 6
MONTHS

360,000

UNITS FULFILLED VIA FBA
(2025)

5-7

SHIP-TO LOCATIONS PER ORDER

20+

PACKOUT FORMATS SUPPORTED

HOW TO START

Send us **your next promotional SKU mix.**

01

The SKUs and pack
configuration

02

Expected order volume

03

Ship-to / marketplace
requirements

04

Lot and expiration
tracking needs

05

Target launch date

262.276.0050 · RELYCM.COM · MENOMONEE FALLS, WI

In-house FBA doesn't scale. It runs out of **floor space**.

A rapidly growing beverage manufacturer was running FBA fulfillment in-house — pulling leadership and production resources into daily pick/pack fires while 200% YoY growth consumed the space core processing needed to expand.

01 THE CONSTRAINT

BEFORE A DEDICATED FULFILLMENT PARTNER

01

DEMAND SPIKES HIT

Promotions and marketplace requirements multiply packout complexity overnight.

ONE PROMOTION

02

LEADERSHIP GETS PULLED IN

Daily pick/pack fires pull leadership and production off core processing.

03

GROWTH EATS THE FLOOR

200% YoY growth consumes space needed for core production expansion.

04

SCALING STALLS

Without dedicated infrastructure, the next promotion becomes the bottleneck.

200% YOY GROWTH

VARIETY PACK KIT

Assembled and ready to ship under controlled processes

VARIETY PACK KITTING · READY FOR FBA TRANSFER

02 WHAT RELY COVERS

194 SKUS · 28 PACKOUT FORMATS

01

End-to-end FBA fulfillment execution: pick/pack, labeling, and ship coordination

02

Controlled co-packing for variety packs and multipacks to keep bundles consistent at volume

03

Packout definitions, cartonization rules, and documented work instructions before ramp

04

Absorbs surge and promotional spikes without disrupting production lines or forcing overtime

05

Marketplace-compliant packouts, labeling, and documentation to protect ship windows

06

Lot and expiration-date verification during kitting for fast root-cause isolation

What started as overflow relief now runs 359% FBA volume growth without adding headcount. RELY owns the pick, the pack, and the paperwork.

START HERE

Send us your next promotional SKU mix. We'll scope the kitting program.

262.276.0050

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