



Retailers Gain Share Of Brands' eCommerce Sales

With Quivers, brands sell online and route orders to their retail network for fulfillment. Retailers pick, pack and ship—and enjoy a profitable new revenue stream.



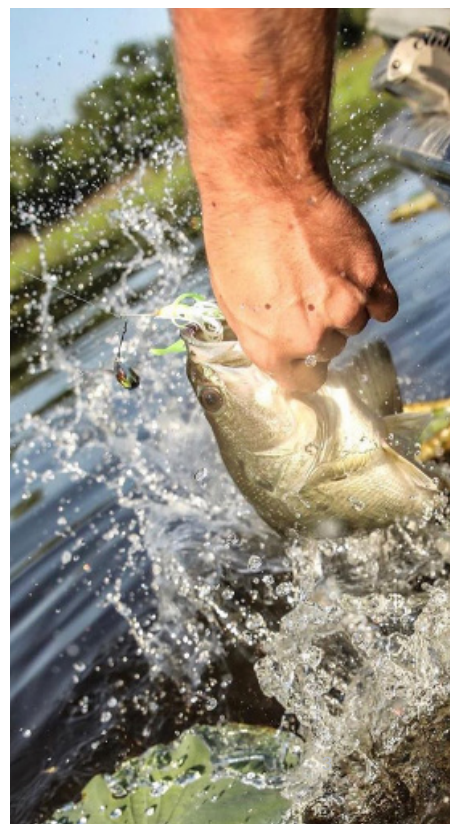
With Quivers, retailers experienced immediate success fulfilling ecommerce orders for the brands they carry in-store; in one case, gaining additional sales of up to \$680k annually fulfilling for just a single brand.

The benefits of brands selling D2C are obvious and well documented. However, there remains a false assumption that brands going direct means compromising their wholesale channel. This is not the case. With Quivers' **FULFILLED BY RETAILER** technology, retailers are thriving and capturing sales from brands going direct, with the help of the right software and collaboration with their brands.

When brands adopt the Quivers platform they are able to sell online while sharing the fulfillment of those online orders with their retail network. This gives brick-and-mortar stores access to sales they wouldn't have had exposure to otherwise and increases wholesale buying over time as brands de-risk deeper stocking positions for retailers. The partnership mentality formed between brand and retailer creates great omnichannel experiences which in turn benefits brand, retailer, and consumer alike.



As you'll see, retailers are thriving while the brands they carry are selling **direct-to-consumer** and moving more product than ever before.



Simmons' Sporting Goods

Simmons' Sporting Goods is a family-owned business based in Bastrop, Louisiana and is a leading retailer in the sales of hunting and outdoor equipment both online and in-store.

Simmons' signed up for Quivers in 2017 to fulfill online orders for Banded Holdings, a manufacturer of hunting equipment and apparel that decided to use Quivers for retailer-fulfilled ecommerce. Simmons' is currently solely fulfilling orders for Banded on Quivers, yet by fulfilling for this single brand they have generated more than **\$1.8m in sales revenue** since signing up as a retail partner, and **\$681k in the last year**. By fulfilling for Banded, Simmons' has become a large order fulfiller on Quivers. With hundreds of brands carried in their store, the earning potential through Quivers is enormous.

Quivers is a great way to keep retailers alive during this surge in companies selling direct-to-consumer. It's an easy way to generate more income and make new relationships with potential future customers.

LINDSEY SIMMONS, CFO, SIMMONS SPORTING GOODS



Larson's Ski & Sport

Larson's Ski & Sport is a family-owned business that has been serving the needs of outdoor enthusiasts since the early '80s. They sell online and out of their shop located in Wheat Ridge, Colorado with a focus on snow and water sports. Unlike Simmons', they fulfill online orders for a number of brands instead of one. Of the many brands they carry in-store, they fulfill online orders on Quivers for DPS Skis, Group Rossignol, K2 Sports, Liberty Skis, Marker/Dalbello/Volkl and Toko.

Larson's joined the Quivers platform back in 2015 to fulfill orders for Rossignol, but quickly realized that a number of their other brands were also using Quivers for retailer fulfillment. Larson's connected with those other brands on Quivers and the rest is history. Since joining Quivers, Larson's sales revenue has steadily grown as they connect and fulfill for more brands. To date they have **brought in over \$1.37m in sales through Quivers by fulfilling orders placed on the ecommerce sites** of the brands they carry. Despite a ski season that was cut short due to Covid-19, they were able to generate over \$365k last season through Quivers alone.

After joining Quivers to fulfill online orders for Rossignol we saw immediate value in the platform and were excited to start fulfilling for more brands. We are able to move additional product faster, and are able to place larger orders pre-season because of this. It has been a great tool for us to generate additional revenue.

JOHN MARRIOT, OWNER, LARSON'S SKI AND SPORT



INDUSTRY
AUTOMOTIVE
WWW.SUPERTRUCKSUSA.COM

Super Trucks USA

Super Trucks USA is an automotive aftermarket retailer specializing in professional vehicle personalization and accessories for cars, trucks and SUV's. They are family-owned and operated out of Lakewood, Colorado. They are currently fulfilling online orders for G-Force Racing Gear, Kleinn Air Horns and Rigid Industries.

Super Trucks USA signed up for Quivers in 2019 to initially fulfill orders for G-Force Racing Gear. Like Larson's, Super Trucks USA discovered a number of other brands on the Quivers platform and began fulfilling for Kleinn Air Horns, Rigid Industries. In less than a year, **Super Trucks USA became a successful retailer on Quivers, bringing in \$141k in the last 6 months and \$228k in the last year.**

“Brands spend a lot of time and money trying to support dealers with promotional materials and programs, and Quivers is by far the most impactful investment a brand has ever made in supporting us.”

SEAN WILLIAMS, GENERAL MANAGER,
SUPER TRUCKS USA

Super Trucks USA



Sound Concepts

INDUSTRY
CONSUMER ELECTRONICS
WWW.MYSOUNDCONCEPTS.COM

Serving Northeast Arkansas and formed in 2002 by president and owner, Ryan Heringer, Sound Concepts began as a small convenience store with 3 employees. Still family-owned, Sound Concepts has continued to grow, adding employees and a 17,000 sq/ft state-of-the-art showroom along the way.

Sound Concepts signed up for Quivers in 2018 to fulfill online orders for home audio company Paradigm. Since that time **Sound Concepts has become a great fulfiller on the Quivers platform, generating nearly \$100k in the last 6 months.** Quivers continues to work closely with the business to assist them in inviting more of the brands they carry to join the platform. Being a dealer for more than 40 brands, the sky is the limit for Sound Concepts' dealer-fulfilled commerce business on Quivers.

“Quivers has been a great way for Sound Concepts to generate additional revenue for our business. It's easy to use and allows us to maintain strong relationships with the brands we carry. It's a great system and we are excited to connect with more brands on this platform.”

CHRIS REED, HEAD OF SALES, SOUND
CONCEPTS

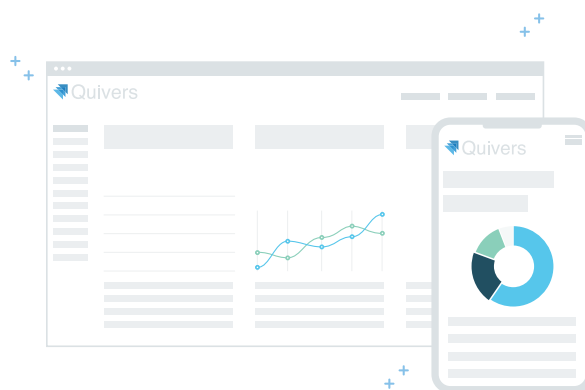




In the last year, retailers across multiple industries have realized the benefits of the Quivers platform. The platform is powerful, easy to use, and the potential to grow is limited only by the number of brands you fulfill orders for. For some of these independent shops this means millions of dollars in additional revenue.

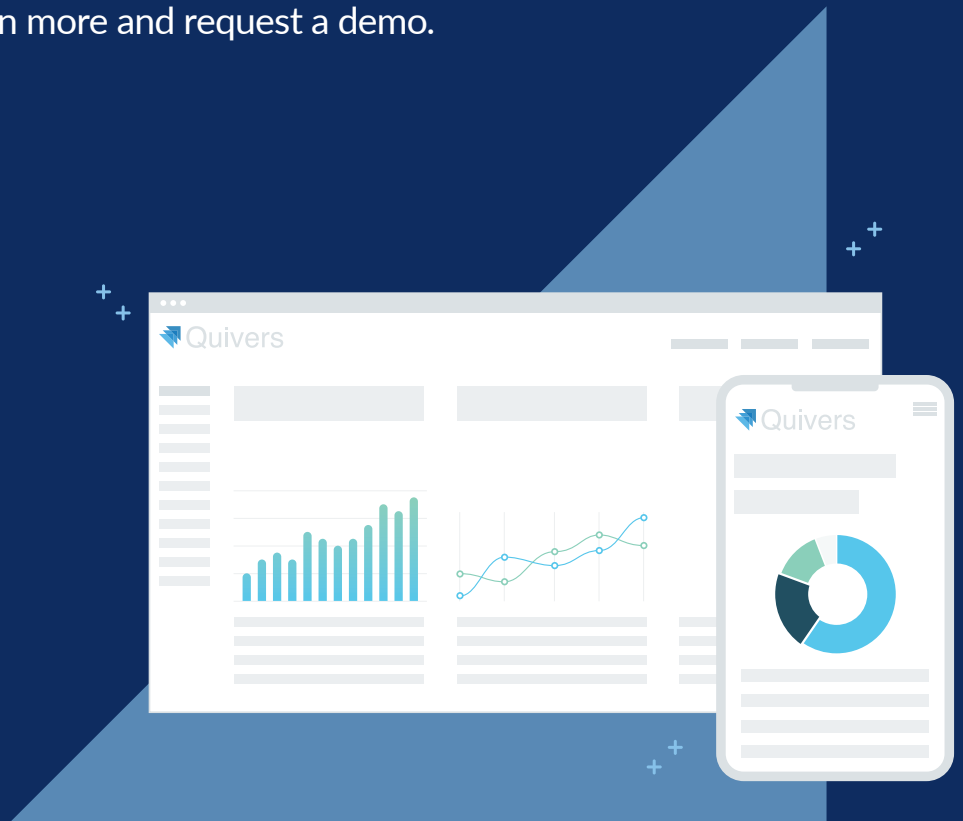
Retailers can earn more than \$12m by fulfilling online orders for brands.

There is no cost for retailers to sign up for Quivers. To get started, retailers can sign up at **www.quivers.com/retail-partners**. Start connecting with the brands already on the platform. If the brand you want isn't yet on Quivers you can send them a note from Quivers to join, and if you refer them to us we are happy to help them get started.



Learn More About Quivers

How we can help with your specific challenges? Visit us at www.quivers.com to learn more and request a demo.



YOU CAN ALSO CONTACT US DIRECTLY

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Quivers is a commerce platform providing Fulfilled by Retailer (FBR) technology. Our order fulfillment tools let brands sell products on their website while selectively sharing the fulfillment of those orders with physical retailers. Quivers bridges the gap between ecommerce and physical retail. We help brands increase sell-in, improve turnover, reduce stockouts, and ship more efficiently. We connect **Brands + Retailers** to create the best open commerce experience possible for consumers. Quivers, Inc. is a privately held technology company based in Salt Lake City Utah.

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