

How a budding CBD Brand used Materia to solidify supply and fuel growth

The Customer

A fast growing CBD brand based in Colorado. A founder lead team with a mission to supply pet owners with high quality and innovative products.

Key metrics

Decreased lead times from 1-4 weeks to 1-3 days. Helped increase cash available for growth by implementing creative financing solutions and lowering MOQ per release by pre blending material.



1-3 DAYS

Quick Leadtimes

MATERIA
REGENERATIVE



Materiaregenerative.com



Denver CO 80223

CHALLENGES



Quick growth led to increasing strain on their supply chain that needed to be solved. "As we grew issues become apparent with quality and lead times. Our suppliers just couldn't come up with creative solutions to help us as we scaled." Inconsistent CBD supply, lengthy lead times, and unfavorable payment options were inhibiting the brand's ability to grow.

SOLUTIONS



After a few calls, Materia created a plan to best service this growing brand. The **Preblended & Release as needed** plan was a 3-pronged approach targeting inventory management, fulfillment time, and creative financing.



Inventory Management



Fulfillment Management



Creative Financing

BENEFITS



1

Inventory Management: Pre-Blend

Materia worked with the brand to forecast out quarterly demand and pre-blend the expected inventory needs per SKU.

2

Leadtime

With the on-hand inventory, the brand could now place any size order, to fill the current need. The Pre-blend and release strategy lead to a significant decrease in lead time from 2-4 weeks per release to 1-3 days.

3

Cashflow Management

Creative payment structuring and financing terms allowed the client to better allocate cash to fuel growth. As the price of inventory becomes spread over the quarter rather than as an upfront lump sum.