

AMWARE HELPS DIRECT SELLER SCALE UP & DOWN DURING BUSINESS FLUCTUATIONS

Vemma Nutrition Company markets a line of nutritional supplements, including Vemma, Verve and Bodē, that promote a range of health benefits. Vemma sells through a network of affiliates and through its web store.

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As Vemma products began to gain serious traction in the market, the company partnered with Amware Logistics (then Parcel Post) in 2008 for fulfillment services. In 2015, order volumes were at around 80,000 per month until an FTC investigation slowed, and eventually halted, product sales.

The agency accused Vemma of running a pyramid operation. After a 16-month legal battle that ended in December 2016, Vemma is back in business, with an expanded product line.

Throughout the process of rapid growth, temporary shutdown and re-start, Amware continued to support Vemma by maintaining inventory and fulfilling any and all orders that came through, despite uncertainty about the outcome of the FTC's examination.

Keys to Success

Several factors have contributed to a long and healthy partnership between Vemma and Amware:

- **Scalability.** Vemma began with Amware as a relative start-up and grew into one of the country's top direct selling companies. Amware applied its modular infrastructure strategy so fulfillment costs paralleled Vemma's revenue stream.
- **National network.** Fulfillment expanded from one location to a two DC network, utilizing Amware locations in Phoenix and Atlanta. This reduced delivery times and costly high-zone shipments.



- **Service excellence.** Order accuracy is consistently in the 99.9% range.
- **Parcel freight management.** Amware was able to identify hundreds of thousands in yearly parcel shipping savings.

Results

With an expanded product line, Vemma shipping volumes are once again strong and on the rise. According to Vemma CEO, BK Boreyko, "You learn who your best partners are during the tough times. Amware continued to be a valuable fulfillment partner through our highest and lowest points. Their fulfillment expertise and infrastructure makes my job easier because I have fewer things to worry about. I know my fulfillment is being handled professionally."