

Leading CBD Brand, Medterra, Scales with Staci

Medterra™ is a leading manufacturer of quality, affordable CBD products to promote physical and mental well-being. The company has grown rapidly since its start in 2017, both through organic growth and acquisitions. As new brands were added, and as order volumes continued to rise, the company knew it needed a fulfillment partner that was experienced in distributing wellness products and could also provide a “future-proof” solution to Medterra’s growing and increasingly complex distribution requirements.

The company began working with Staci in 2021 and currently distributes nationally from an Atlanta fulfillment center.



According to Medterra’s operations manager, Soo Kwan, “We need more than just a tactical vendor to get orders out the door. We need strategic partner with whom we can collaborate to solve problems and plan for the future. Staci fits that bill.”

Keys to Success

National Fulfillment Network.

Medterra had been distributing products from a Southern California warehouse not far from the company’s headquarters. But an analysis of ship-to points found that most orders were bound for customers in the Midwest and Eastern U.S. At the same time, increasing regulatory requirements in California made it more difficult to operate there. Since Staci has fulfillment centers in every region of the U.S., products were relocated seamlessly to one of Staci’s three Atlanta-area warehouses to create an easier, more efficient fulfillment operation.

“Looking to the future, as our business continues to scale, being in one warehouse will not be sufficient, says Kwan. “It’s nice to have expansion capabilities with Staci, not only in the U.S., but globally.”

Omnichannel Distribution.

A growing percentage of Medterra sales come from the retail channel, including drug store chains and mass retailers. Says Kwan, “Staci has experience with routing guides and other distribution requirements of big retailers, so that helps as we continue to expand this channel.”

Parcel Freight Management.

Staci negotiates parcel carrier rates based on its total spend across all customers. Medterra ships under Staci’s account to capitalize on these attractive rates. “Our internal system struggles to identify the best carrier for the shipment and the process is very time-consuming,” says Kwan. “Staci’s parcel management capability frees up our time and let’s us outsource this to an expert.”

Results

Medterra’s Kwan defines results in the context of the overall relationship that’s been built.

“Our business is constantly changing. Issues come up regularly that need fast resolution. Staci team members are responsive and always willing to roll up their sleeves to work the problem. We regard Staci as a trusted partner.”

