



# How MyFBAPrep Helped Enable Amazon Sales for Slate

MyFBAPrep gives Slate speed, expertise, revenue growth, efficiency, and responsive service, helping Slate succeed on Amazon.



**Slate**, an official UFC partner, is a lactose-free, high-protein, keto-friendly drink with no added sugars and all the flavor. Since it can function as a healthy pick-me-up, pre- or post-workout snack, or guilt-free midnight treat, it's no surprise Slate products are flying off the virtual shelves on Amazon.

## How we got started on Amazon

“... We had inventory shortages that prevented us from selling FBA prior. So, Tom [from MyFBAPrep] and I were in contact ... and as inventory became available to really fund Amazon warehouses, we reached back out [to MyFBAPrep] because we wanted an easy, quick way of doing things outside our normal network.”

— Justin Goodwin, Slate Director of Operations

Initially a DTC company, launching on that vast marketplace wasn't Slate's top priority, but the speed and ease of working with MyFBAPrep helped lower that barrier to entry and made FBA more accessible to this booming brand.



## FBA prep time cut by a week

“... The volume of direct e-commerce orders we receive can make it difficult for some of our other partners to prioritize FBA builds. It could take 7 to 10 days just for items to be ready for pickup by Amazon. With MyFBAPrep, it takes two, maybe three days to prep and pick up.”

— Justin Goodwin, Slate Director of Operations

As Slate began selling consistently on Amazon, MyFBAPrep was able to turnaround inventory for FBA in less than half the time of Slate's prior 3PL. That's at least an entire week of sales and revenue with each shipment thanks to MyFBAPrep's speed and familiarity with FBA procedures.

According to Justin, “For anyone that has that segmentation between DTC and Amazon, it's beneficial to have a partner that's focused solely on prepping and shipping to Amazon,” thanks to a strong understanding of the marketplace standards and requirements.

The more familiar your prep partner is with the FBA program, the faster and more efficiently they can prepare your goods for the Amazon network. It also pays to have items prepped right the first time, as every non-compliance results in a mix of fines, delays, and expensive return shipping.





## Unlocking Amazon revenue

“... Since fully launching on Amazon earlier this year, each month Slate has exceeded their previous one.”

— Justin Goodwin, Slate Director of Operations

According to Justin, “The inventory unlock was the biggest thing. Adding on top of that a partner that can prep orders and get them into Amazon FCs in a timely manner allowing us to keep items in stock was the final piece. We couldn’t be any happier with their services.”

Amazon is a stickler for consistency and supply. To maintain sales, you must stay in stock.

Once you sell out of an item, all of your hard-earned rankings go out the window, forcing you to redo that work to get back to the top.



## We focus on growth, not boxes

Dwight Otis, Slate's Supply Chain Manager, praises MyFBAPrep for simplifying their workload. By handling tasks swiftly and affordably, MyFBAPrep allows Slate to focus on business growth instead of navigating complex Amazon FBA policies. MyFBAPrep also takes on logistical challenges, ensuring accuracy and efficiency.

Dwight highlights their proactive approach, such as adjusting schedules to save time and money. Overall, MyFBAPrep's expertise and dedication make the process effortless for Slate, a rare find in the industry.



## Wrapping up: The MyFBAPrep advantage



Thanks to MyFBAPrep, Slate enjoys quick inventory prep and shipping into the Amazon network quickly (up to a week faster than the alternative). They also have peace of mind that these services are efficient, as we keep an eye out for improvements and optimizations thanks to our extensive experience with FBA. Even better, it all runs on autopilot, freeing up time to work on growing their brand.

When asked their favorite thing about working with MyFBAPrep, Dwight said, “Everyone is very responsive. Jaime [our account manager] jumps on our questions and provides info very quickly when we need it. So far, it’s been nothing but positive as far as I’m concerned.”