

CASE STUDY

Scaling a Fast-Growing Apparel Brand With Flexible Fulfillment



Materialogic
We'll take it from here.

THE CUSTOMER

AG-GEAR

AG-Gear is a premium farm and ranch performance apparel company that has built a strong brand around community and quality.

As a digitally native business, AG-Gear's sales occur primarily online, with high seasonal demand spikes. Three key weekends account for 60-70% of annual direct-to-consumer (DTC) sales, while wholesale orders clear out inventory within a few weeks.

To scale effectively, AG-Gear needed a fulfillment partner that could handle extreme demand fluctuations without compromising efficiency or customer experience.



THE CHALLENGE

AG-Gear initially partnered with a large 3PL provider, enticed by its automated picking systems and high-tech fulfillment solutions. However, their rigid, tech-first approach proved inflexible for AG-Gear's dynamic business model. The lack of direct communication and adaptability became a bottleneck for growth. Worse, AG-Gear was abruptly forced to find a new logistics partner when their 3PL reallocated the leased fulfillment technology to a major technology company.

As a young company in its first year of operations, AG-Gear had to move quickly. They needed a scalable, flexible, and highly responsive 3PL partner capable of onboarding them in under 45 days — just in time for the critical holiday season.



THE SOLUTION

AG-Gear turned to Materialogic, a proven expert in omnichannel fulfillment, to take over their logistics operations. Within 30 days, Materialogic had successfully transitioned AG-Gear's inventory from Geodis, ensuring no disruption during peak sales periods.

Key advantages of partnering with Materialogic included:



Adaptability to shifting fulfillment needs

As AG-Gear pivoted from Amazon FBA to FBM, Materialogic played a hands-on role in facilitating the transition, ensuring uninterrupted eCommerce operations.



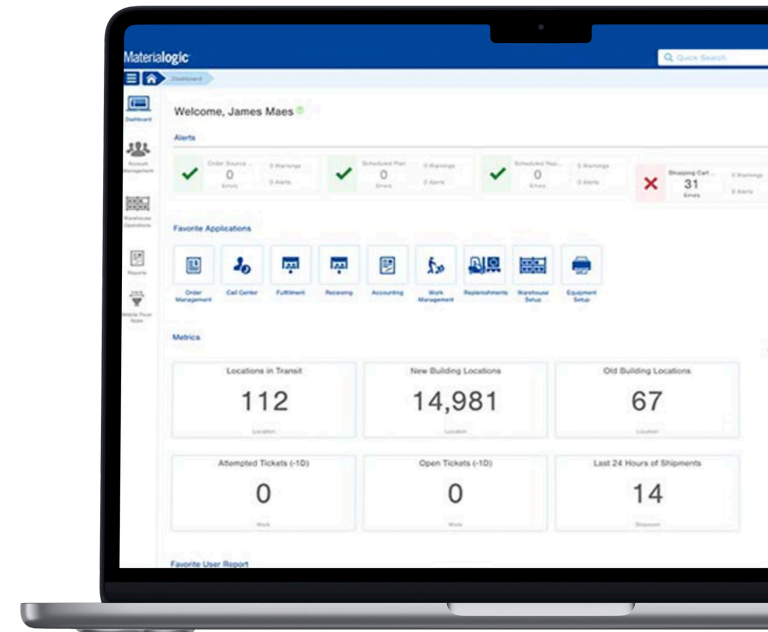
A proactive, people-first approach

Unlike larger, less flexible providers, Materialogic remained readily available via direct communication, offering solution plans within a week for any operational challenges.



Seamless technology integration

Materialogic's warehouse management software, [Infoplus](#), quickly synced with AG-Gear's systems, including NetSuite and Celigo, creating real-time inventory visibility and streamlined order fulfillment.



THE RESULTS

Since partnering with Materialogic, AG-Gear has achieved:



More efficient wholesale fulfillment

Case packs enable faster distribution to retail partners, reducing picking costs and increasing speed to market.



Improved scalability

Materialogic's flexible, omnichannel expertise allows AG-Gear to scale while maintaining high customer satisfaction.



Trust & partnership

AG-Gear values direct communication, knowing they can reach Materialogic's team anytime to resolve issues quickly.

Looking ahead, AG-Gear's two biggest priorities are scalability and cost-effectiveness — both of which Materialogic continues to optimize with custom fulfillment strategies.



"I don't want to ever have to leave you guys. I enjoy the relationship, I enjoy the personal aspect to it. I like talking to real people. I would definitely recommend — and I have recommended — Materialogic to many people."

— DEVIN SWEENEY, CEO, AG-GEAR



A TRUE PARTNER IN LOGISTICS

With Materialogic's human-centric approach, 40+ years of logistics expertise, and cutting-edge fulfillment technology, AG-Gear has built a scalable, high-performance distribution strategy ready for future growth.

Is your business ready to scale smarter? Contact Materialogic today to learn how a flexible, technology-driven 3PL can optimize your fulfillment strategy.

CONTACT US TODAY!

