

Kill Cliff partners with FST Logistics to grow its supply chain distribution network

FST Logistics had the infrastructure and beverage industry experience Kill Cliff needed from a transportation and warehousing partner

Kill Cliff

- Founded 2011 by a navy seal for the sole purpose of giving back to the community
- Producer of CBD, Hydration and energy drinks online and in retailers nationwide



Our Impact

- Reduced average Error costs for Kill Cliff's supply chain
- Provided central warehouse location to meet customer needs
- Scaled with Kill Cliff to allow the business to grow

Logistics Services Provided

- Warehousing
- E-commerce fulfillment
- Transportation: asset-based and brokerage

FST Logistics is headquartered in Columbus, Ohio, which is centrally located to reach 151 million people and 42,100 corporate headquarters — that's 46% of the country's population base and 48% of headquarter operations, within a day's drive.

We treat your products like the precious cargo it is.

**Handled
with Care**

Problem

Over the last two years, the business grew in the CrossFit industry, and the company saw a need to grow its capabilities in order to accomplish two things: service direct at-home consumers faster and scale for rapid retail expansion.

Kill Cliff aspired to expand out of the health club segment and it needed a partner that had capabilities in parcel, LTL, and truckload.

Solution

Kill Cliff desired additional growth as noted above. They wanted to increase their consumer reach and also diversify their product lines, but needed a supply chain partner that could do so. As an emerging company, Kill Cliff did not have the infrastructure, resources or financial backing to invest in their own distribution center or transportation fleet. As such, they looked for an experienced partner with knowledge of the food and beverage industry that could help them grow at the right pace. This is where FST Logistics became central to the Kill Cliff growth story.

FST Logistics had the right mix of supply chain experience with emerging food and beverage brands. As consumer purchasing habits have changed and the target consumer audience for Kill Cliff relies heavily on e-commerce transactions, this scalability for the brand's e-commerce operations remained paramount.

Results

Originally, Kill Cliff was using a warehouse in Atlanta, Georgia, but it was not an ideal point of distribution for the brand. FST's warehouses were centrally located in Columbus, Ohio, serving over half the U.S. population within a day's drive, making it an ideal location for Kill Cliff's operations.

Over time, the operation has grown at pace to meet growing consumer demand.

Through this partnership, FST Logistics has delivered significant order accuracy improvements, processing more orders with an expanded volume, while mitigating costly errors.

FST Logistics executed on these improvements all while helping Kill Cliff deliver world-class service to their customers.

