



**CASE** STUDY

HOW NUMI GLOBAL HELPED

# ECOTEK PROTECTORS LAUNCH


THEIR WHOLESALING OPERATIONS





**EcoTEK**  
**Protectors**

## The Client




EcoTek Protectors, a top choice for premium collectible figure protectors, has earned a strong reputation among Funko Pop enthusiasts and collectors. Fueled by growing demand and a clear vision for expansion, the brand set out to diversify its revenue streams through wholesale opportunities, broadening its market reach and building a foundation for long-term growth.

## The Challenge



While EcoTek Protectors excelled in D2C e-commerce, they lacked the expertise and resources to break into the wholesaling market efficiently. Their small team struggled with the demands of:

- 1** Crafting a wholesale strategy without sacrificing the current consumer focus.
  - 2** Developing flexible, tiered pricing models to appeal to larger buyers while maintaining profitability.
  - 3** Designing new workflows to manage larger orders and customer relationships.
  - 4** Communicating the value of their products to a completely new audience.
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## The Problem

EcoTek Protectors struggled to align their existing operations toward wholesale growth. They needed a dedicated team with expertise in e-commerce operations, marketing, and customer engagement—but hiring and training an internal team would be time-consuming and expensive.

## The Solution

EcoTek Protectors partnered with Numi Global, which built a dedicated team to lead their wholesale expansion strategy. This team provided comprehensive support, from strategic planning to execution, focusing on three core areas:

### 1 Revamping Product Offerings & Catalogs for Wholesale Buyers

- Offered per unit pricing making it easier for retailers to buy at scale.
- Introduced a dedicated wholesale section on the EcoTEK website where wholesale customers could access bulk pricing and place orders directly

## 2 Implementing Targeted Marketing Campaigns

- Launched personalized email drip campaigns featuring exclusive wholesale promotions, achieving a 40% open rate and a 20% response rate.
- Organized social media giveaways to boost brand visibility, increasing Instagram followers and traffic to the wholesale site.
- Attended industry events and conventions to promote wholesale offerings

## 3 Optimizing Operational Workflows

- Numi Global assigned a dedicated customer service team to EcoTek, equipped with tailored scripts and SOPs to ensure clear, consistent communication with wholesale clients.
- Streamlined fulfillment workflows to manage bulk orders as efficiently as D2C orders, maintaining operational consistency across channels.

# Results

With Numi Global's support, EcoTek Protectors achieved significant results:

Secured **125 wholesale** partnerships, expanding their footprint across toy stores and niche collectible shops.

Generated an additional **\$39,000** in Wholesale revenue within the first quarter of the launch

Delivered a bulk order of **12,000 units** without delays, highlighting operational scalability.

## Conclusion

Outsourcing with Numi Global enabled EcoTek Protectors to rapidly expand into the wholesale market without the overhead of hiring and training a new internal team. By entrusting key operational and marketing tasks to a dedicated Numi Global team, EcoTek Protectors could focus on product innovation while growing their wholesale network.

The partnership with Numi Global allowed EcoTek Protectors to achieve tangible results—increased revenue, enhanced efficiency, and new market opportunities—in record time. This case demonstrates the advantages of outsourcing with Numi Global:



### **Faster time-to-market**

Numi Global accelerated EcoTek Protectors's wholesale launch.



### **Expertise on demand**

A skilled, dedicated team managed everything from marketing to operations.



### **Cost savings**

Avoided the high cost and risk of building an internal wholesale team.