



Case study

How **talent** helped EcoTEK Protectors launch their wholesaling operations



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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:



Crafting a wholesale strategy without sacrificing the current consumer focus.



Developing flexible, tiered pricing models to appeal to larger buyers while maintaining profitability.



Designing new workflows to manage larger orders and customer relationships.



Communicating the value of their products to a completely new audience.

The problem

EcoTEK Protectors couldn't align their operations for wholesale growth and needed a skilled team in e-commerce, marketing, and customer engagement. But hiring and training internally would take too much time and money.

The solution

EcoTEK Protectors teamed up with **talent by Numi Global**, assembling a dedicated group to drive their wholesale growth strategy. This team provided end-to-end support across these three key areas:



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.



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.



Optimizing operational workflows

- **talent by 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 **talent by 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 **talent by 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 **talent** team, EcoTEK Protectors could focus on product innovation while growing their wholesale network.

The partnership with **talent** 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 **talent by Numi Global**:

Faster time-to-market

talent accelerated EcoTEK Protectors's wholesale launch.

Expertise on demand

A skilled team handled everything from marketing to operations.

Cost savings

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