



SALES CHANNEL

# Case Study

## GROWTH WITHOUT GUESSWORK

# How FWD Streamlined Operations with Flxpoint

Colin King, CEO and VP of Sales at FWD, is no stranger to inventory problems. In fact, he built a company around solving them. “We are a flash sale connector,” Colin explains. “We work with brands to get them on the major flash sale websites in the United States.”

That means taking excess inventory from well-known brands and helping them list it—quickly and cleanly—on top flash sale platforms like Rue La La, Gilt, Woot, and FabFitFun.

It's a simple idea with big potential. But executing it at scale? That's where things got complicated.

"We've had big brand names where they'll have overstock of a SKU that might have sold really well on all their other channels, but they're sitting with 15,000 units," he says. "We ingested their inventory into Flxpoint. We were able to then go and list it on these flash sites. And we sold like 95 % of the goods in six months."

That kind of turnaround doesn't happen by accident. It takes strong partnerships, operational excellence—and the right tech backing you up.

## Building a Scalable Flash Sale Business

From the beginning, FWD's model proved it could work. But as demand grew, so did the pressure behind the scenes.

Coordinating orders from multiple sales channels and distributing them to dozens of brand partners quickly became unsustainable.

"We were probably on three different platforms to have that solved," Colin admits.

**"Flxpoint allows us to automate a lot of the things that are manual... without Flxpoint [scaling FWD] just would have been messy and there would have been a high risk for errors."**

Manual processes were a barrier to growth—and risky at scale. FWD needed a better way to manage their operations. That's when Colin's team discovered Flxpoint.

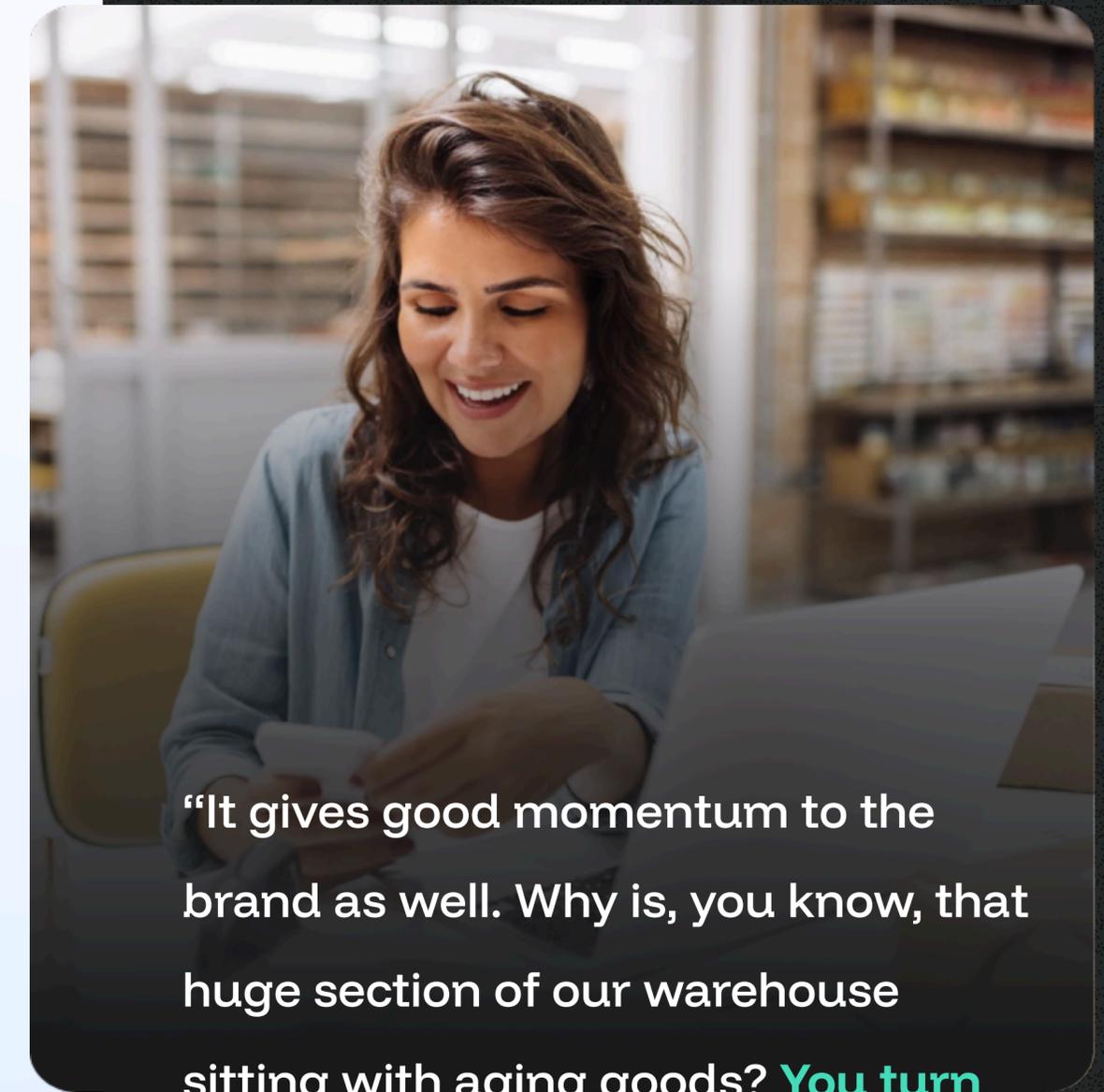
“We were searching for a solution like this and we tried a couple before we got to you all,” Colin says. “Now that we are partnered with Flxpoint and we are on your platform, it allows us to scale with way less risk.”

By integrating Flxpoint into their tech stack, FWD was able to simplify order routing, automate inventory syncing, and cleanly manage catalog data across systems like Shopify and ShipStation—all from one place.

“We can and will process over 30,000 orders in a month,” Colin explains. “That can scale up on multiples of 10 right now.”

## Turning Aged Inventory into Brand Momentum

FWD doesn't just move products—they create momentum. And for many of their clients, that starts with solving one of retail's oldest headaches: overstock.



“It gives good momentum to the brand as well. Why is, you know, that huge section of our warehouse sitting with aging goods? **You turn that into cash, you get it into happy homes... then the team is like, ‘dang, we just sold all those units.’**”

For brands that have tried everything—discounts, promotions, even liquidation—FWD offers a smarter path forward. Their model is straightforward: brands tell FWD what they want to recover, and FWD handles the rest.

“The number that they ask for, they get. There’s no hidden fees,” Colin explains how it works for FWD clients. “You don’t pay any postage... and you don’t have to deal with any customer service.”

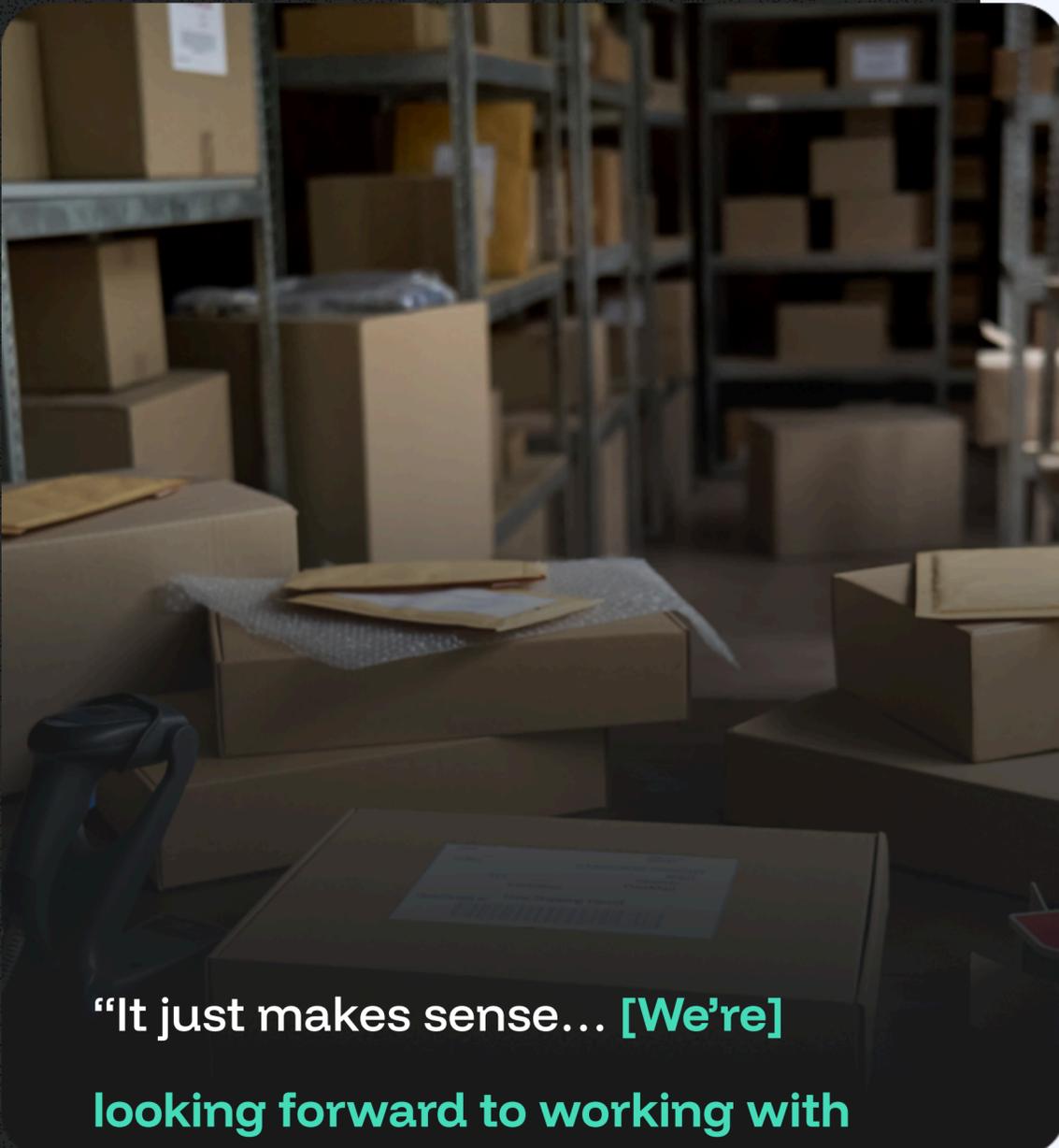
That level of control is key. Unlike traditional liquidation, FWD’s clients maintain brand integrity with custom imagery and pricing, all on respected deal sites. “You have control... It’s the brand’s product images that are going on these sites,” Colin emphasizes. With Flxpoint automating the backend—from order tagging to third-party shipping—FWD is free to focus on what matters most: finding the next brand to help.

## Expanding Access: FWD as a Sales Channel for Flxpoint Users

FWD’s growth didn’t stop at solving its own problems. As their operations matured, the team saw an opportunity to extend their value to other ecommerce businesses—specifically, those already using Flxpoint.

“We’re working with you guys to open up our channels to all your brands and sources,” Colin reveals. “While they’re selling well across their current channels, there’s always going to be a situation where they’re like, you know, we would love to turn this on for the flash sale sites and turn it into cash.”

Soon, brands using Flxpoint will be able to list overstock or excess goods directly through FWD—tapping into the country’s largest flash sale marketplaces with minimal lift.



“It just makes sense... [We’re] looking forward to working with your network and your brands to get them on the largest flash sale websites in the United States.”

“We're going to add FWD as a sales channel on Flexpoint,” Colin confirms. “Now they can just have a solution for some of the pain points that we've talked about.”

It’s a win-win: FWD gets more product to sell. Brands get exposure and recovery value. Flxpoint customers get one more way to grow—with less effort.

## What FWD Learned on the Road to Scale

FWD’s success wasn’t just about solving logistics. It was about building the kind of infrastructure that unlocks real, repeatable growth.

“Before Flxpoint... we were just operationally spent,” Colin explains. “I'm stoked to be able to be aligned with Flxpoint because I think it's gonna open up the door for [onboarding new brands].”

And even better, they did it without having to compromise service or stretch internal teams.

“You’re gonna get a reply that same day,” Colin says about Flxpoint support. “You’re going to be able to keep the momentum of the problem that you have on your desk all the way through the solution.”

With every new brand they onboard, FWD moves closer to their mission—helping businesses move inventory, reach new audiences, and build long-term brand value.

“It gives them a chance to introduce their brand to 2 million new eyeballs and it’s like free advertising,” Colin says.

## Advice for Retailers Facing Overstock or Operational Roadblocks

When asked what he’d tell other ecommerce teams facing similar challenges, Colin doesn’t hesitate.

**“If you're looking for a seamless platform to manage your catalog, your different sources, your inventory, your order routing and mapping —Flxpoint is that software.”**

More than that, he adds, it’s the partnership that made the difference. “There’s software out there that does all this. But to be able to have somebody on the other [side], you know, kind of as a partner that you can say, ‘hey, listen, this is the issue we’re trying to troubleshoot. How can we solve it?’ to. I think that might be one of the biggest differentiators for you guys right now.”

For FWD, Flxpoint isn’t the hero of the story—it’s the engine that powers one. And now, with new sales channels opening, it’s a story that many more brands will soon be part of.

FWD's story is proof that solving complex ecommerce problems doesn't have to mean more complexity. By leaning into automation and building with the right tech foundation, they've turned what used to be a logistical burden—managing overstock and multi-channel orders—into a fast-moving, revenue-generating machine.

With Flxpoint quietly powering the backend, FWD can stay focused on what they do best: helping brands unlock new opportunities, reach new customers, and turn slow-moving inventory into serious growth. Now, they're not just operating more efficiently—they're opening the door for others to do the same.

If you're ready to simplify your operations and scale like FWD, [book a personalized demo with Flxpoint today](#). We'll show you exactly how it can work for your business.



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