



Where Compliance Meets Performance

Supporting Rapid Growth in the Nutraceuticals Supply Chain

Fast Facts

60+

Active SKUs with raw materials managed

1,250

Distribution locations

3,000

Pallets of materials warehoused

As a leading nutraceuticals brand experienced exponential growth, they sought warehousing, inventory management and reverse logistics support for their popular line of supplements and hair care products in South Florida. Due to the nature of the goods they manufacture, the company required food-grade warehousing and First Expired, First Out (FEFO) inventory management to protect the viability of their products for increased shelf life. They also required reverse logistics support, disposal of product waste, and complete visibility to ensure that orders and shipments remained on track. After touring NXTPoint Logistics' facility in Miami and witnessing the company's capabilities and exceptional quality, safety and health standards, they chose NXTPoint to be their sole provider in South Florida.

Complexities in the Nutraceuticals Supply Chain

NXTPoint's Global Food Safety Initiative (GFSI) certification and experience in storing and maintaining food-grade products was critical in cementing the partnership. Because NXTPoint would be storing the raw materials used to make the company's final products, shelf-stability and experience adhering to FEFO inventory management requirements were of the utmost importance. Food defense plans were also enforced to further protect against any vulnerabilities that could compromise the integrity of the brand's products and reputation.

As the popularity of the brand increased, demand also escalated, requiring additional flexibility, scalability and services. The company initially charged NXTPoint with managing approximately 300 pallets of product. However, that increased exponentially to 3,000 pallets at the peak. NXTPoint was also able to provide transportation capacity for the company when their primary partner was unable to accommodate additional volume, demonstrating NXTPoint's flexibility and commitment to the partnership.

The Results

NXTPoint's partnership with the Nutraceuticals brand began in 2021 and remains grounded in an unprecedented level of trust due to the success they have achieved together. Due to the sensitive nature of the products managed, the brand initially conducted quarterly physical inventory audits but has since reduced them to twice per year, demonstrating the level of confidence and strength of the partnership. Even as the brand was acquired, NXTPoint has been able to maintain the same high levels of satisfaction. Because the company is able to utilize the NXTView customer portal, they are also able to gain an understanding of inventory and order status in real time, providing an added layer of confidence in the performance and efficiency of NXTPoint's operations.

What began as a high-stakes logistics solution has evolved into a strategic partnership defined by trust, efficiency and a commitment to quality and growth. With a strong foundation in place and the flexibility to adapt as needs change, the collaboration continues to deliver value and is well positioned to support the brand in its next phase of growth.

Key Services

- GFSI-certified/food-grade warehousing
- First expired, first out (FEFO) inventory management
- Returns/reverse logistics
- Product disposal
- Shipment scheduling
- Transportation (as needed)
- NXTView client portal for order and shipment visibility