NETSTOCK

Redmond Life reduces excess inventory by 50% without slowing growth.

Company Redmond Life

Location USA

ERP Acumatica

Industry Retail

Challenge

Rapid growth, growing complexity, and spreadsheet limitations

Solution

Netstock integrated with Acumatica

Result

Reduced excess inventory by 45% in just 11 months

Redmond Life, best known for its Real Salt and Re-Lyte hydration products, has experienced exceptional year-over-year growth. With that growth came increasing supply chain complexity.

What began as a relatively simple, mostly in-house manufacturing operation evolved into a multi-channel, multi-warehouse business supported by four to five co-packers, multiple 3PLs, Amazon fulfillment, and retail distribution.

High-growth consumer brands often struggle to balance availability and cash as complexity increases. For Redmond Life, rapid expansion across channels turned inventory into both a growth enabler and a growing risk.

Before Netstock, inventory planning was managed using QuickBooks and spreadsheets. While workable in the early days, this approach quickly became unsustainable as the business scaled:

- Finished good SKUs grew to 500+ from 2014 to 2025
- Inventory value increased more than 10x from 2014-2025
- Distribution expanded across Amazon, Walmart, 3PLs, retail, and DTC
- Manufacturing shifted from mostly in-house to multiple co-packers

The result was limited inventory visibility, time-consuming manual processes, and costly stock-outs of fast-moving products.

"I was using spreadsheets to forecast and manage inventory. It was extremely time-consuming and problematic," said **Bronson Nemelka, Inventory Manager at Redmond Life**

The turning point - Gaining visibility and control

Redmond Life transitioned to Acumatica ERP and integrated Netstock's AI-powered demand and supply planning solution to replace manual forecasting and disconnected data.

Netstock immediately replaced spreadsheets with a structured planning engine, giving the team:

- Live, inventory visibility
- Clear inventory classifications of fast vs. slow movers

This visibility was especially critical as stock-outs were impacting the company's fast-moving, high-value products.

"We had a lot of stock-outs on our fastest movers and didn't have a clear picture of where we were. Netstock gave us the clarity and control we needed."

Managing complexity across channels and suppliers

One of Netstock's biggest wins for Redmond Life has been its ability to manage complex, multi-channel forecasting.

The team now forecasts demand separately for:

- Distribution and Wholesale
- Multiple 3PLs
- Amazon US & Canada
- Walmart
- Direct customer orders

Redmond's warehouse teams rely on Netstock's recommended transfers each week to ensure the right products go to the right channels at the right time.

A safety net against costly stock-outs

For Redmond Life, avoiding stock-outs isn't just an operational concern; it's a financial one.

"Out-of-stocks are incredibly expensive. Netstock acts as a safety net, so we don't have to remember hundreds of SKUs or guess what to order or when, even as the business continues to grow rapidly," **says Tanner Whitworth, Supply Chain Analyst at Redmond Life**

Smarter ordering, lower inventory risk

An additional benefit came from MOQ and supplier order optimization. With better visibility and more reliable forecasts, Redmond Life was able to renegotiate minimum order quantities with suppliers and place orders with absolute confidence.

Despite continued growth in SKUs and product value, the team believes inventory levels are significantly lower than they would have been without Netstock.

"Our inventory value looks much higher because we've grown so much, but I truly believe it's way lower than it would be without Netstock," **continued Bronson**

The Results - Tangible reductions without slowing growth

Between February 2025 and January 2026, Redmond Life achieved measurable improvements:

- Total inventory reduced by ~26%, from $15.5M to $11.4M
- Excess inventory reduced by over 50%, from $6.2M to $2.8M
- Stock-out risk has been dramatically reduced across fast-moving SKUs
- Real-time visibility across 500+ SKUs
- Planning effort reduced by the equivalent of two full-time planners
- Improved coordination across warehouses, co-packers, and channels

Crucially, these results were achieved while the business continued to grow, add SKUs, and expand sales channels.

Turning Inventory into a valuable asset

For a business growing at 70–100% year over year, inventory can either become a growth blocker or a competitive advantage. For Redmond Life, Netstock has become an essential part of their growth engine.

"Netstock turned an unmanageable process into a structured, scalable one. I can't imagine trying to do this with spreadsheets today; it would take more than a full-time person," **concluded Bronson**

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