



Brand Overview

TRC Recreation, LP is headquartered in Wichita Falls, TX. The company was founded in 1957 and manufactures all of their products in Texas, USA. Today, TRC Recreation, LP continues to be a leading innovator of exceptional water and outdoor recreational products that last and provide years of enjoyment, safety, and fun.

Opportunity

TRC Recreation and Spreetail have been partners since 2018. The company was a strong B2B provider before joining forces with Spreetail. The new partnership provided opportunity to expand TRC's ecommerce presence, generating new sales through improved marketplace distribution, managed inventory levels, and targeted advertising.

Spreetail's Solution

- Quickly identified increased demand in 2020, partnering to produce and secure optimal inventory, identify key SKUs, and focus on fill rates (90%). Spreetail increased purchases from TRC Recreation by over 150% in 2020 compared to the first full year of the partnership (2019).
- In Q4 2020, Spreetail and TRC Recreation agreed to a strong foundation of exclusive items, which made up 38% of Spreetail's TRC assortment at the time. In 2021, we continued to focus on building exclusives through product bundles and variations. 2021 exclusive assortment grew to 60%.
- Spreetail completed a brand audit of all purchased SKUs to identify and improve listings and content, including building out Enhanced Brand Content for current and new SKUs.
- Spreetail ran and managed marketing campaigns that supported new item launches and drove momentum on new marketplaces. In 2020, we ran campaigns on Amazon, Walmart, eBay, and Home Depot. In 2021, that expanded to include Wayfair and Target.

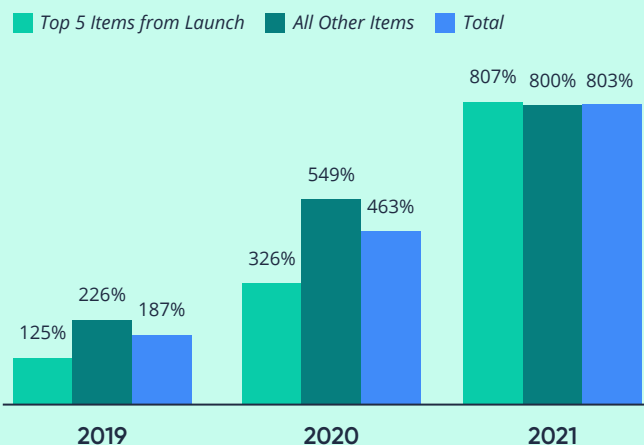
Results

Spreetail and TRC Recreation have partnered to grow sales of current and new products, over the lifespan of the relationship.

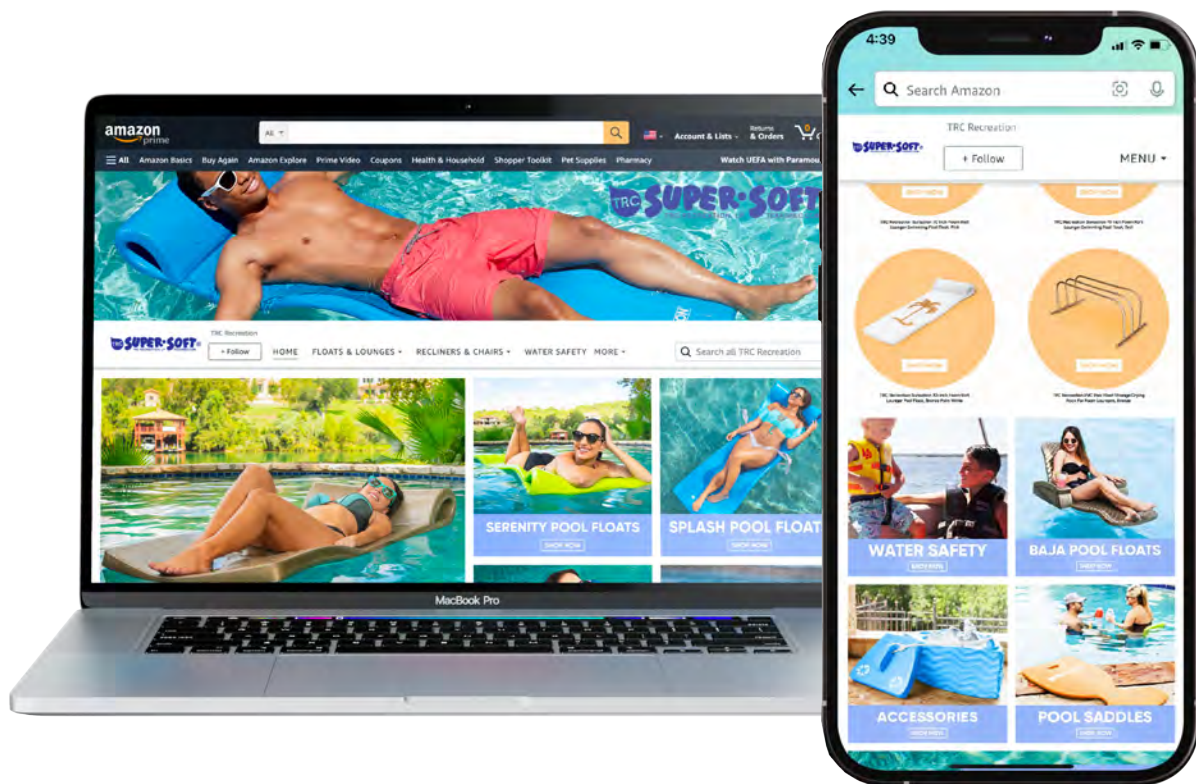
Cumulative GMV Growth = compound growth rate. For example, if we sold a total \$100 of TRC products in 2018, that grew to \$187 in 2019, \$463 in 2020 and \$803 in 2021.

GMV = Gross Merchandising Value of all items sold by Spreetail.

Cumulative GMV Growth since Partnership Launch



- ✓ The quick response to demand produced steady, positive sales momentum. TRC Recreation's sales through Spreetail continually increased YoY; up 148% from 2019 to 2020 and up 74% from 2020 to 2021.
- ✓ Securing exclusives allowed Spreetail to control inventory levels and safely stock product across marketplaces. Spreetail held the buy box for exclusive products, driving sales momentum and improving products' sales rank.
- ✓ Focused listing optimization and the build-out of Enhanced Brand Content created brand recognition and trust for newly launched products, which opened the door for new SKUs to succeed.



- ✓ 2020 marketing campaigns generated ~30% of TRC Recreation's sales through Spreetail and drove over 28 million product impressions. In 2021, marketing dollars accounted for 21% of overall sales but drove an impressive 58 million product impressions with a \$12.31 Return of Ad Spend (\$10 benchmark).

“TRC has benefited greatly from the enhanced content, distribution capabilities and buying power of Spreetail. Spreetail has helped us take our online presence to another level. With Spreetail's partnership, we have been able to continue to grow our online business through several marketplaces and strengthen our brand identity. We love working with Spreetail!”

-Chris Holland, Vice President of Sales and Marketing, TRC Recreation