

Your Guide to 25 Wholesalers

As you saw the original list of 99 Wholesalers – it can be quite daunting to set up that many wholesale accounts with different companies. Beyond setting up accounts – you have to analyze the inventory and see what will work for you. As mentioned, this is simply our experience with EVERY wholesaler from that list that we have purchased product from.

Does our bad experience mean that you shouldn't purchase products from the wholesaler in question? No. It should simply serve as a caution that you should look out for. All wholesalers have product opportunities, and none should be discounted for a bad experience, however, it would be quite silly to NOT keep note of that experience and be on the lookout for similar sets of circumstances.

Alpine Net Corporation –

We have purchased a single time from these particular guys. The majority of their products are ASTV, although they do carry other things. I am not convinced entirely that they sell on Amazon themselves (if they do, it is under a different name), but after we purchased their products, the products went down in price VERY quickly.

Furthermore, you really need to watch purchasing from this particular company, as you will potentially receive Cease & Desists from the rights owners of the products. We actually receive a C&D for one of the products that we were carrying that was purchased from them. I am under the impression that for some brands that they are not supposed to distribute to online sellers. However, when they asked we did tell them that we sold online – and thought that would simply absolve us.

Overall our experience was pretty poor with this company. Our order shipped late, the product didn't hold price through a fairly minimal qty and we received a Cease & Desist as a non-authorized seller for one of their products. They could be a good source if you were well ahead of the curve, but I would be cautioned for the reasons posted above.

BBCW –

We have placed several orders through BBCW, and it has been one of the easier processes for placing orders. Their website is pretty robust and accurate in terms of quantity. We have bought them out of several items in the past and done extremely well on our purchases from there. A lot of their products have high competition up front, but there are certainly diamonds in the rough.

Overall, this has been one of the better accounts in terms of overall performance. The products we purchased from there stayed good for a long period of time. This doesn't mean this will hold true for you as well, as we are incredibly selective with our products. However, you can know that this company is an absolute pleasure to deal with and do business with.

BCW Supplies –

This company has a fantastic website ordering system. The issue with this particular account is that the majority of products are really competitive up front. This company distributes through several major distributors as well, and it's hard to get anywhere near those particular prices. It should be your goal with this account, if you choose to order from them, to concentrate on any moderate ROI products (as they are pretty consistent). You may have to push for more of a discount if possible to see what you might be able to get. If I recall correctly, it does require a substantial order to get to any sort of competitive level.

The free shipping threshold for this company is \$1500.

CSS Inc. –

We have ordered several times from this company. The majority of the products that they get are ASTV closeouts, and other similar closeouts. This company does a lot of shows, and their products get very competitive after these shows. However, the best uses we have found for them are finding *new closeouts* prior to them attending a show. In terms of delivery, more often than not, they are a great company to work with. However, after a show they get backed up, as they are an incredibly popular company.

Our experience with the products that we have carried has mostly been positive. The majority of products we have ordered from them have been moderately to solidly profitable. However, with post show orders you will see a large saturation of their products, and often see huge price degradation. The best way to approach this particular company is to look at their show schedule, and order around that, making sure that you do not fall too close to a major event.

EE Distribution –

We have placed three orders through EE Distribution. One of the orders went swimmingly well, and there were no issues. In fact, the product worked out incredibly well for us and was wildly profitable. The other orders were a completely miserable experience. In one of the orders – we were supposed to get a discount, which was not assessed, eventually, we were able to get them to add a credit on our account for our future order. The problem wasn't the fact that they made a mistake – it was their reluctance to accept responsibility for it and fix the error.

The last order we placed with them was on back order. They missed the back order date by more than five months, and when we requested that the order be canceled we were notified that we would have to pay a 10% restocking fee. To be honest, we were happy to do so, and be done with EE Distribution.

Other problems are that their shipping is EXTREMELY expensive (partially because we live across the country), but also because of their shipping style. They don't palletize products as often as they should, which leads to incredibly high costs.

For us, there are simply better options for toy distributors.

Empire Discount –

This company has been difficult to deal with. They were easy to set-up with, and ultimately relatively easy to communicate with, however, they were incredibly slow taking an order, as well as shipping the order. Additionally, they were incredibly inflexible when it comes to discounting or shipping discounts.

Overall, we did not have the best of experiences with these guys.

Enesco –

This company now owns Gund. We have placed several orders through both companies. Ordering through Enesco is pretty easy. They have knowledgeable reps who want to work with you and find things that you need. Unfortunately, few of them do well in understanding the volatile Amazon market. Our general strategy with our rep is:

- Have her notify us of new, upcoming products.
- Have her notify us of hot products, or expectedly seasonal hot items.
- Have her notify us of closeouts or sales.

This company's freight is set at 10% of your order value, which is respectable. If you live close to their warehouses, you might want to consider alternative shipping (eg. freight forwarders) with large orders. Overall, they really are a pleasure to work with and have some real gems from time to time.

Great Discounters –

This company is kind of a different animal for us. Traditionally, we sell new and closed out products. Great Discounters carries more of a closeout/liquidation mix. In terms of dealing with them, they are great people, and are always looking to help you out. However, it is important to know that you should most certainly ask about the condition of your products prior to placing an order.

This is REALLY important with them. We request only grade A products with no shelf wear or visible damage when we order. There may be other uses (for example, eBay) or selling Used - Like New products with their company. We have not explored those options.

We have placed several orders with their company, and only once did we receive products that were too damaged. They were very quick to correct the mistake and arranged the shipping, making the process easy and pain free.

Group Sales –

Hands down, this is one of the best groups to work with. They have cheap and fast shipping (though they are located close to us, in Cincinnati). We have made more than ten orders with this company, some of substantial size, and never had any issues.

The only problem with them, is that they tend to concentrate on more generic toys, so oftentimes there isn't something that is of interest to us. However, when they get branded items - the products are well priced and have done extremely well for us.

Top praises to these guys, as they run an excellent company.

Gund –

See Enesco. This the "toy and plush" side of Enesco, where Enesco tends to focus more on Home and Seasonal products.

Innex, Inc –

This company is absolutely incredible to work with. They are primarily video games and toys based, and are some of the nicest people on the planet. We have found a few times that their prices make sense for us, but often times the margins simply aren't there. However, when they are this company will work with you and make sure there aren't any issues with your order.

Jakk's Pacific –

We have ordered three times from Jakk's. They are generally easy to set-up with, but tough to work with. I have a feeling that it is due to their size, as they have a really corporate feel. Our orders were early with them into our wholesale transition, and we should check back now with more experience. I do recall that their shipping was exceedingly high, also we were backordered on a product that was supposed to be in stock when we ordered.

Our experience was pretty poor, but that could have easily been due to our inexperience at the time. I would suggest giving these guys a look, but understand your shipping costs, and ask about backorders.

Jam'N Products –

We have purchased from this company twice. This company is easy to deal with, friendly and gets some really great products. Jam'N Products specializes in closeouts, which in their very nature, are risky. You can do very well with them, but should realize the risk when you make a purchase.

Of our purchases, one turned out well, the other turned out pretty poorly. It's important to say that I believe that the purchase that did not turn out very well, was due to error on our part. I would certainly suggest these guys as a viable option and believe there is money to be made with them.

Like any purchase you make, you should do your due diligence and look for the best opportunities to make money.

License 2 Play –

License 2 Play is a distributor of Toys and Games. Most notably, they are the North American distributor for Moose Toys, the makers of Shopkins. However, beyond Moose Toys, they carry several other lines.

Like most distributors, they are tough to find margin to work with. Occasionally, you will find real winners but the most important thing to remember with them, is that when you are placing your order - place special close attention on whether the product is currently in stock, or is a pre-order. This company does utilize preorders, which can be frustrating if that wasn't your intention.

They are worth certainly checking out and keeping an eye on.

Mazel Group –

This company has been one of our better sources for closeout products. They get a variety of products spanning all categories. They are competitively priced, and are an excellent resource. We have placed more than ten orders with this company, and have done quite well with the majority of products that we have purchased.

The only negative with them is that their company is rather large, and their inventory changes very quickly. If you are on their mailing list, and they send out a solicitation for product - the product may be very well sold out before you reply. With these guys its important to remember that their inventory changes over VERY quickly, and that you need to be fast to act. Overall, an absolute pleasure to deal with, and I would suggest them to anyone - new to wholesale OR veteran of wholesale.

Paul Bonomo –

This company is an awkward company, but are surprisingly easy to deal with. They are highly specialized in things like Mattel wrestlers and McFarland Toys. Their pricing often leaves a bit to be desired, but there are occasionally good opportunities available through them. It is important to note that they do sell via third-party platforms and may be highly competitive at times on any of their overstocked products.

Powerhouse Toys –

As you would assume, based on the name - this company primarily deals in Toys and Games. They particularly specialize in Licensed Plush, Backpacks as well as general branded Toys. We have purchased from this company several times, and have done very well with the products we got. Their prices aren't always the best, but occasionally, they get hard to find product that no one else seems to have. Additionally, they seem to get certain products early, well before other companies, and sometimes, well before Amazon.

Our experience with Powerhouse has been great, and we have found several amazing items from them. I would suggest this company to anyone.

PPW Wholesale –

This company specializes in products like specialty Mr. Potato Head, Licensed Nesting Dolls. We have placed orders and done well with their products. Their stock is a bit limited, as they carry less lines than many of the other distributor/wholesalers. However, you can definitely find winning products with

them. The only issues is the expansiveness of their offerings, all other aspects of dealing with this company went well.

Rhode Island Novelty –

This company specializes in novelty style toys. These are the toys that you find in dollar stores and similar places. The products do sell incredibly well on Amazon (and we have made lots of purchases with this company). However, the products that you purchase from Rhode Island Novelty are very volatile as many large sellers carry their products and are willing to accept small margins. These products fluctuate wildly in price and are less predictable than traditional wholesale products.

This company's best discounts are reserved for people who purchase products on a volume basis and is calculated per skus. The best discounts are reserved for those ordering ten or more cases of a given product (which generally equates to larger orders). Overall, this company is very good, and there is lots of money to be made with them, however, you should understand that the products are inconsistent in margin and competition.

Shepher Distribution –

Shepher is one of the more widely known distributors of Toys in the market. They are suppliers of: Hasbro, Mattel, Spinmaster, Bandai, Cardinal, Jakks among many other companies. When you sign up with their company you are assigned a rep who is very easy to contact and deal with. Beyond being a potential supplier of in print products - they are known for their specialization in closeouts.

This company does deal with Amazon sellers, and a large portion of their customer base does sell on Amazon. That means that several of their products (particularly those with large quantity). Additionally, it is important to note that, they themselves, sell products on Amazon.

We have had many great products from Shepher, however, the worst losses we have taken on products have also come from there (primarily before we realized what percentage of their stock is sold to Amazon sellers). It's important to note this when placing orders, as well as to understand the amount of product is available. As with many distributors - the mistakes we made were in large part to not understanding the dynamics that we have mentioned here.

Silver Buffalo –

This company specializes in Novelty Licensed Home items. They sell things like coffee mugs, tumblers, wall decor (all branded). We have ordered a couple of times with them, and there are some things to take away from our experiences. The most important thing is that their backorder system can make for some awkward orders. Their products can do very well, but it is very important to realize that the products can come in on separate orders. When dealing with them, you get the sense that they are a larger company and are more difficult to communicate with.

You also have to be very aware that they sell to Amazon. That makes the product selection (coupled

with their backorders) far more tricky. They are a quality possible source, however, you do have to be careful.

Spinmaster B2B -

This is Spinmaster's small retailer website. The prices have minimal markdowns, high shipping costs which generally translates prices at or near retail pricing. Beyond these problems Spinmaster limits quantities, as they have allotments to be available for all their retailers.

This makes choosing a winning product exceedingly difficult, as you are essentially gambling at retail price vs. the ability to buy limited quantity.

I personally would advise against trying to make this work, as there are so many better options available.

UPD Inc. –

We have purchased several times from this company as well. The majority of their products are licensed toys and party supplies. This company is easy to order from and has some solid products. They are a large company with a lot of reach, and you have to be very careful with the products that you choose to purchase.

Overall, I would suggest definitely setting up an account and working with this company. Just understand that they do get rather large closeouts and sell to many sellers.

Vandor –

This company makes novelty and licensed mugs, cups, and other similar products. We have ordered several times with Vandor and done pretty well with their items. Their order process is easy enough, and their products are unique and higher quality. However, this company does sell products to Amazon - which makes ordering very difficult.

I would suggest opening an account with this company, however, you do have to really pay attention to the products you are ordering as they do sell to Amazon. This can make it hard to capitalize on the products that you buy from them, as you cannot go too deep with potential Amazon competition.

Zoofy International –

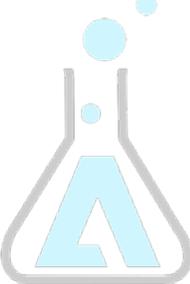
This company is the official distributor for Jazwares. They carry many fantastic lines such as Minecraft , Teen Titans Go! and Adventure Time. The products are very nice, and are relatively exciting. However, this manufacturer is VERY difficult to order from as their products are HIGHLY competitive. We have purchased from them several times, and have NEVER done well with their products. Often times, they try to enforce MAP pricing, but their distribution and supply chain is so open that it makes it relatively impossible to enforce.

We have fell into this trap more than once. I would generally suggest avoiding this company as their products are too difficult to fight through the competition with.

Wrap-Up

Our goal is that you can learn from our mistakes as well as our successes. What I wanted to make special note to point out is that while some distributors/wholesalers may not have worked out for us, that you still may find success with them. One of the more important aspects of wholesale is that you carefully analyze each deal for what it is. You may succeed where we failed, and vice-versa as our product selection and criteria may be different than yours.

In terms of our failed deals, I still think that it is worth looking at those particular vendors. It's worth it from the perspective of learning to better analyze products - and maybe you find something that works for you. Our experiences are our experiences, but we thought that the descriptions might help you watch for certain scenarios - should you see the writing on the walls with deals of your own.

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