



## Back Story

*In 2009, the Cormack brothers approached NRI for logistics help for a new brand they were starting – Herschel Supply Co. Lyndon and Jamie Cormack were already familiar with NRI due to NRI’s fulfillment of brands which they were sales reps for in Canada. They trusted NRI to manage this key element in the success of their new business venture.*

*NRI manages Herschel’s fulfillment for all channels in both the USA and Canada. They have been with NRI since their launch as a start up with limited sophistication and volume, to now a much more significant and complex company. NRI has had to provide serious scale for them, and adaptation as new markets have emerged.*

## Summary

*NRI has been a great partner for all our different lines of distribution. The service has been consistent from the first items we shipped in the early days, to the millions of units we are doing today. The absolute commitment to making sure that our customers are receiving the best service in the most efficient and effective manner has contributed to our continuing expansion. - Lan Nguyen, SVP Operations & IT*

