

Case Study: Nori + G10 Fulfillment

Empowering an Innovative Clothing Care Brand to Scale with Confidence

Founded by Courtney Toll and Annabel Love, Nori is a clothing care brand that set out to reinvent how people remove wrinkles—starting with their flagship product, the Nori Press, a handheld steam iron inspired by the simplicity of a hair straightener. With no background in hardware or supply chain logistics, Courtney and Annabel faced a steep learning curve. What they needed wasn't just a 3PL vendor—they needed a true partner.

"We had no experience in fulfillment, so we needed a true partner. G10 has been with us since the beginning—collaborative, communicative, and committed to our growth. We wouldn't be where we are without them."

Annabel Love
Co-Founder, Nori

NORI

Challenge

As Nori prepared to launch, the team quickly realized they needed comprehensive support for inventory storage, order fulfillment, Amazon FBA, influencer kits, returns management, and more. They also needed a partner who could scale with them—through DTC growth, retail expansion, and seasonal surges.

Solution

Nori chose G10 Fulfillment after a careful search and glowing recommendations. From day one, G10 provided:

- Seamless onboarding and integration with Shopify
- Dedicated customer support and open communication
- Custom kitting and influencer packaging
- FBA and Amazon shipment management
- Scalable support for their nationwide launch at Target



Case Study: Nori + G10 Fulfillment cont.

Results

Since partnering with G10, Nori has grown from an idea to a multi-million dollar brand with \$20M+ in annual revenue. G10 has become a trusted extension of their team—helping them scale efficiently, meet retail demands, and delight customers.

Looking Ahead

With more innovations in the pipeline and aspirations to become a household name, Nori is poised for continued growth—and G10 is right there with them, helping navigate the road ahead.



Get in touch!

Let's connect to discuss your needs and how G10 can assist with your 3PL needs!

With customizable integration, an experienced in-house team of developers and support staff, and a strong commitment to customer service, we're up for any challenge!



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