



# Superior Service and Unparalleled Access to Refurbished Equipment Powers One of the Nation's Fastest Growing Companies

“ Meridian is so good at what they do, and they have the industry expertise which allows us to focus on what we're good at. ”

**Gerald Chen**  
Chief Financial Officer

**OTTER PRODUCTS**

**Industry**  
Wholesale & Distribution



“ Meridian makes sure that we have reliable equipment when we need it ”

**Andy Jensen**  
Distribution and Fulfillment Manager  
Otter Products

## About Otter Products

Founded in 1998, Otter Products has taken its mission of “We Grow to Give”, to heart, growing from the Colorado garage of its founder to an international company, with offices in Fort Collins, CO; San Diego, CA; Hong Kong, China; Cork, Ireland; and Shenzhen, China. They’ve grown to become an innovator of premium protective products for smartphones and tablets, through their OtterBox, LifeProof, and OtterCares brands. In 2018, they had 4,826 SKU finished goods sold, and they plan to expand even more in the coming years.

## Business Impacts

- Meridian’s independent leasing and financing experts provided access to cost-effective refurbished material handling equipment that met or exceeded OEM standards for performance and quality
- Otter Products was able to reinvest the savings they experienced into other parts of their operations, like a new automation line
- With facilities running 24/7, Otter needed simplicity and efficiency throughout their business operations
- Having great communication, transparency and a partner who has impeccable lease documentation makes acquiring equipment quick and seamless



**4K**  
Products for Sale



**1K**  
Employees



**416**  
of 5,000 Fastest-Growing  
Private Companies

## The Challenges

With operations relying heavily on technology and equipment, there is a high probability that a business-critical system will fail, significantly impacting business. Equipment failure can cost thousands in repair bills, business interruption and lost revenue. Otter Products understood the negative financial impact of this so they sought out a partner they could implement a formalized equipment replacement process with to stay on top of the routine care their equipment required and replace parts according to schedule. Otter Products was in search of a reliable and cost-effective way to source their business-critical material handling equipment without cutting corners on quality.



**I Don't Have Access  
to Capital**



**I Can't Adopt Next-Gen  
Technologies**

## How Meridian Helped

Refurbished equipment is a lower cost alternative that comes with many of the benefits of buying new equipment, and savings of up to 60%. Otter was able to take advantage of Meridian’s unparalleled access to refurbished material handling equipment across a variety of manufacturers. Meridian’s refurbished equipment goes through a comprehensive process to restore it to the original equipment manufacturers’ (OEM) specifications for performance and reliability, so Otter did not have to sacrifice quality. Meridian provided Otter’s Colorado facilities with forklifts, reach trucks, turret trucks and more so that Otter can provide the level of quality their customers have come to expect.

**TrueFlex Value™**



**Refurbished  
Equipment**