CASE STUDY Tropicana Wholesale

SOLUTION   B2B Ecommerce for Wholesaler

Founded in 1980, Tropicana Wholesale is the UK's leading sports supplement wholesaler, supplying thousands of gyms, websites, personal trainers, and sports supplements shops throughout Europe.

ECOMMERCE AWARDS 2021 FINALIST

Retail Systems awards 2020 SHORTLISTED

UK eCOMMERCE AWARDS 2020 WINNER

NTA National Technology Awards 2020 SHORTLISTED

Project Highlights

Price list manager

Sophisticated price list manager calculates customer and product discounts from the main price list, meaning only two price lists (£/€) are needed across the entire site and customer base.

B2B ecommerce

Heavyweight business-to-business ecommerce functionality from a platform designed from the ground up to service complex B2B requirements.

Dropshipping

Automated dropship service for customers through API integration. Product & stock feeds are passed to customers' websites to populate with orders passed back into Tropicana Wholesale to fulfil.

Sophisticated promotions

Automated promotions driven by expiry dates and sales levels within a certain period. Includes advanced features such as free gifts, cloning offers, alerts when close to qualifying for a discount, and countdown timers on each offer.

Loyalty scheme

Spend & save loyalty scheme designed to encourage users to spend x% more than during a previous time period to acquire a reward.

Simple reordering

Host of quick ordering tools such as saved baskets, saved quick order forms (with optional CSV upload), and back in stock notifications with direct add to basket links.

Seamless integrations

Two-way integration with OrderWise ERP system for prices, stock, accounts, invoices/credits/payments, and orders.

Call centre

Built-in call centre capabilities including pricing override at the basket, adding/removing promotions, adding free gifts, and much more.

Email integration

Integration with Mailchimp ESP for bulk emailing, whilst automated, triggered emails are sent via tradeit.
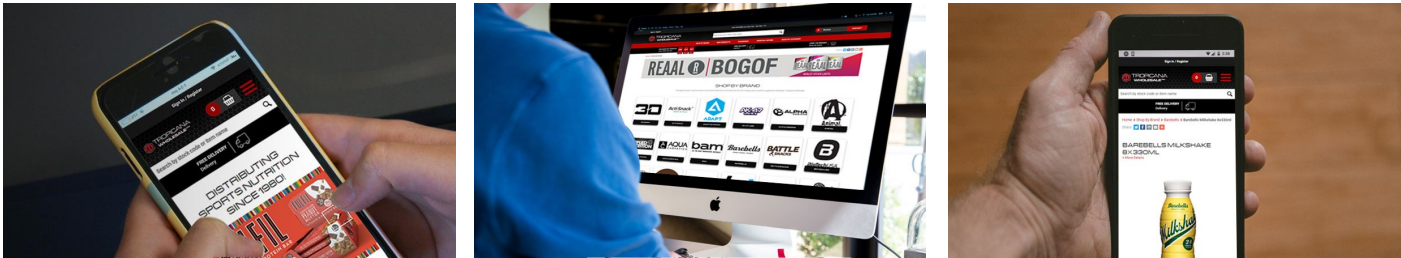
Project Overview

Whilst a small portion of their business is through retail channels, Tropicana Wholesale primarily trade B2B and could no longer grow their online business sufficiently using their old ecommerce platform.

Like many platforms, their previous provider's B2B ecommerce offering was little more than a retail site with minor tweaks, lacking the specialised functionality needed to stay competitive. For instance, their old site required 13 separate pricing levels, all managed via OrderWise. With tradeit's price list manager, they now maintain just two site wide price lists (one in £, one in €), applying flexible discount levels by customer, product, or brand—reducing complexity and admin. Customers can also toggle between NET and GROSS pricing.

As most customers order daily and are short of time, a host of great tools were made available in the users' My Account such as saved baskets, saved quick order forms (with optional CSV upload), and back in stock notifications with direct add to basket links. Admins can also use tradeit's MOTO tools to log in as customers, override pricing at checkout, and manage offers or free gifts when processing orders.

The site is highly promotion-driven, with advanced tools like countdown timers, offer cloning, "almost there" prompts, and multiple free gift options. Whilst, due to the nature of the products that they sell, many of them carry expiry dates so regular stock turnover is crucial. Automated processes now move soon-to-expire products to the clearance section with discounts, shift slow sellers to flash sales, and remove out-of-stock gifts from offers—ensuring smooth stock management and stronger sales.

Their API-driven dropshipping service enables customers to seamlessly ship orders directly to their own end users, with Tropicana Wholesale handling fulfilment behind the scenes. By removing the need for stock holding, warehousing, and packing, it allows retailers to expand their product range and scale quickly with minimal upfront investment—while still maintaining full control of the customer relationship. It also helps fuel Tropicana Wholesale's online growth whilst avoiding any channel conflict.

> **"** *Red offer a lot of what we needed as standard and added in some new features without overcomplicating the site from the customer point of view. They have great experience of building B2B sites and we're extremely happy with the new website.*
> **CEO, Tropicana Wholesale**

Project Integrations