



Our Customer Story

G2 Reverse Logistics

G2 Reverse Logistics (G2RL) is a company creating reverse logistics solutions, founded by the very many that coined the phrase 'reverse logistics'. With eCommerce's extraordinary growth and increased interest in sustainability, businesses were waking up to the power of strong reverse logistics. And G2RL offers an end-to-end, tech-first solution.

We were initially brought in to simply help them improve their data systems, but our scope quickly grew to help them radically expand their business's range. We helped them build systems to integrate 3rd Party Logistics platforms, unlocking a whole new branch of customers. And we helped them develop a rules-based platform that fundamentally improved the quality and efficiency of their offering.

The results? The company was able to accelerate its launch by 3 months, at a time when competition in the space was heating up. And by improving the efficiency of their systems, Fulfillment IQ saved the business \$500,000.

"The expertise and continued support that FIQ has provided us has been invaluable. from improving the speed of our launch to improving the product's efficiency, their input has transformed our offering. Every business needs supply chain partners, and you won't find a better one than FIQ."



Julian Mitchell
CIO & Cofounder
G2 Reverse Logistics

