* Product was from late 2000s/early 2010s
* Ace was a first customer, then a little with Lowes
* Amazon was first major volume
* 150 lbs is important, over 150 UPS and FedEx won’t take it
* Had to stay below 150 lbs
* Walmart was a huge volume
* 100k -> 3-400k after Walmart
* Seems to be a marketing failure in the early days until Walmart solved that.
* 600 SKUs