

DA BOMB BATH FIZZERS

VIDEO TRANSCRIPT

SYNOPSIS:

Da Bomb Bath Fizzers started when two entrepreneurial teenage sisters began selling their bath bombs at local art fairs in 2012. After selling out each day, they caught the attention of a wholesaler who helped them place their products in boutique retailers.

Their small business took a dramatic leap forward when a buyer called from Target. The big-box retailer wanted to sell their bath products nationwide that holiday season. What do you do when this opportunity arises, but you are in the seventh grade? You say “yes” and bring in your parents to help to make it happen.

The video shares the story of a small business that became a nationwide leader in bath products. The Bercaws’ story is rooted in family and how they’ve teamed together to grow and scale their business to embrace new opportunities and their requirements.

For example, when Da Bomb needed EDI to meet the shipping and electronic order needs of larger retailers, including Target, they sought out SPS Commerce. Today, SPS is helping them manage orders across numerous large retailers, allowing them to focus on inventing new products and growing the business.

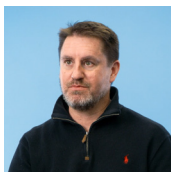
FEATURING:



Caroline Bercaw
Co-Chief Creative Officer and Co-Founder
Da Bomb Bath Fizzers



Isabel Bercaw
Co-Chief Creative Officer and Co-Founder
Da Bomb Bath Fizzers



Ben Bercaw
Chief Operating Officer
Da Bomb Bath Fizzers

Caroline Bercaw (CB): I'm Caroline Bercaw.

Isabel Bercaw (IB): And my name is Isabel Bercaw.

CB: And we're the co-chief creative officers and co-founders of Da Bomb Bath Fizzers.

Da Bomb all started when Isabel and I were around 10 and 11. We loved using bath bombs, but a lot of times they would stain our tub, which wasn't fun for us. So we decided to make our own and then sell them at the art fair.

IB: We decided to enter the art fair for a second time, and this time we were approached by a local salon owner who said that he wanted to try having our products in his salon. So that opened a whole new door for us. The door of wholesale. We pretty quickly pulled our mom in and then our dad, so by holiday season of that year we had our whole family working for us.

Ben Bercaw (BB): Once they started to establish themselves and get some interest from local retailers and spas. I was able to help them kind of set up the infrastructure and teach them a little bit about the business side of things.

IB: When Target called it was really crazy because we were still in our house and at the time, right before we moved into this warehouse, we were making over 20,000 bath bombs a month out of our basement.

CB: Target asked us if we could be in all 1800 stores for holiday and we kind of looked at each other and we were like, "Sure, yeah. That sounds great."

BB: We really had a number of opportunities with larger retailers and we recognized that our technology was not capable of supporting that, so we needed to find a way to make that work in a relatively short period of time. With SPS, we were able to get up and running and had the experience to work with those different retailers that we were talking to.

"Target asked us if we could be in all 1,800 stores for holiday and we kind of looked at each other and we were like, "Sure, yeah. That sounds great."

CB: SPS Commerce really helped us with managing the larger retailers. It was more organized. It's easier to just set up and keep track of all of the orders that needed to go out, so it was definitely a really easy way to be introduced to the mass retailers.

IB: And stay organized.

BB: We have a key accounts representative along with some administrative support who access SPS on a daily basis as the orders come in, communicate with our retailers through the portal, and then ensure that our invoices are issued and we get paid on a regular basis.

IB: Managing our accounts would be a full time job for one of us. And also, very complicated. I was in, what? Seventh grade. And to have to figure all that out on my own or just with the help of my parents would have been really difficult. So, I think just having the time freed up to be able to do the things that we really love to do and that we're really great at is so helpful to our business.

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