

Outdoor voices

When they needed seasonal cash flow flexibility, they knew exactly who to turn to.

The great outdoors.

Founded in 2013, and now headquartered in Austin, Texas, apparel company Outdoor Voices has been charting a path to success in a crowded marketplace. While steady, their growth has uncovered opportunities to smooth out their cash flow, which is how Outdoor Voices and Sarah Stinnet, Director of Financing and Accounting, have been using Plasti*q*.



The peaks and valleys of retail.

“The retail business is very lumpy in terms of inventory—we’re buying a lot in Q3 to prepare for Black Friday, Cyber Monday, and all the way through the end of December. That affects our cash flow,” Sarah said. By using Plasti*q*, they can stretch out the time required to pay for that inventory while keeping more cash on hand.



It starts with flexibility.

That Q3 cash crunch is more than just an inconvenience. “We have to maintain a minimum cash balance and when we hit that seasonality, it becomes a challenge,” Sarah explained. “Plasti*q* gives us that flexibility to utilize.”

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Bridging the gap.

That same flexibility lets Outdoor Voices pay for multiple business expenses by card without worrying about what methods their vendors and suppliers accept. From overseas inventory purchases to paying for social media marketing, Plasti*q* has been the choice. “I think of it as a liquidity option—how can you make the best use of your credit lines when you have a gap in vendor functionality?”

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We use Plasti*q* for vendors where we don't have flexibility.
—Sarah Stinnet, Director of Financing and Accounting



Climbing higher.

As they trek toward \$100 million in sales and continue to expand, Sarah and Outdoor Voices see Plasti*q* as a key platform for their business. “We’re doing a better job as the company matures, trying to manage cash flow from the supplier perspective. We’ve really been able to leverage plastic for that,” concluded Sarah.