Philippe's Retail News: We Can Distribute Products We Don't Even Carry

November 2026 · Philippe Jeanneau

Today I'm meeting a retailer about a product we don't carry.

And that's exactly the point.

From my desk today

Today I'm meeting a large Canadian retailer.

They have their own warehouses. But right now, those warehouses are full.

And one of their key products still needs to be distributed. Their own network can't take on that load.

They had heard about Randmar, and they came with a simple question: could we distribute it for them?

The product isn't one we currently carry.

That's fine. Because Randmar isn't only a catalogue of 20,000+ SKUs. We're also a distribution partner.

The retailer reality

Every growing retailer hits this wall sooner or later.

- The warehouse is full.
- A key product still has to reach the stores, the warehouses or the customer's door.
- Building more capacity takes time, money and people you may not have right now.

And when the product comes from overseas, the list gets longer: production planning, freight, customs, duties.

Most retailers don't want to become importers and logistics companies. They want to sell.

So the real question is: who can take that load off your shoulders, without you losing control?

Behind the scenes at Randmar

Here's what I'll be walking that retailer through today.

1. We handle the import.

We work directly with the manufacturer to plan production, place the orders and arrange the freight. Our broker clears customs, and Randmar acts as the importer of record.

2. We receive and store it.

The product lands at our hubs in Laval and Edmonton, ready to ship anywhere in Canada.

3. We ship it wherever you need it.

- To your stores, with direct-to-store delivery.
- To your own warehouses, when they have room again.
- Straight to your customers' doors, with drop ship.

4. We take orders the way you already work.

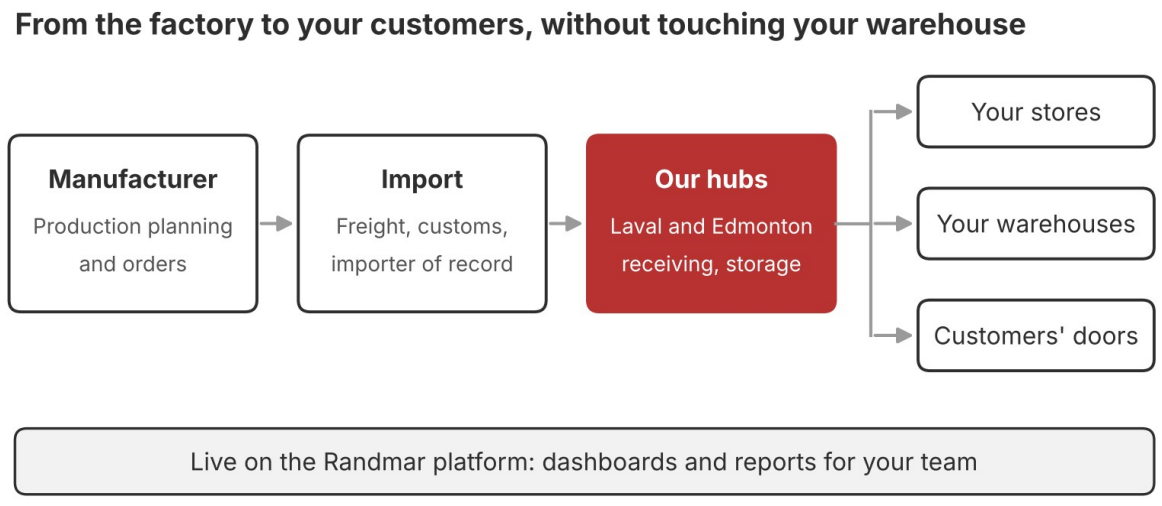
EDI, your own systems, a PO by email or the Randmar platform. You don't have to change how your team orders.

5. We make the product ready to sell.

Product descriptions, imagery and SEO, so the product performs online as well as on the shelf.

6. You see everything, live.

Stock and shipments are live on the Randmar platform. Your team can follow them on dashboards, or we can send reports to the specific people who need them.



Source: Randmar.

What it means for you: one partner can take a product from the factory to your stores, your warehouses or your customer's door, while your own warehouse stays free for everything else.

How it works commercially

It fits into our buy-sell model. We purchase the inventory, and we resell it to you. No new contract structure to invent, and no inventory sitting on your books until you need it.

My real point

Randmar isn't only a place to buy products.

When your warehouse is full or your import plate is overloaded, we can be the distribution partner behind a product you already sell.

Your quick win this week

List the products that take up the most space, time or import effort in your own network. Then ask yourself which of them a partner could import, store and ship for you, so your team can focus on selling.

Your turn

If you could hand off the import and distribution of one product tomorrow, which one would it be?

Randmar. Your shelves, our warehouses.

Philippe Jeanneau, Business Development, Randmar
randmar.io