Philippe's Retail News: Sell 20,000 Products Without Stocking Them

October 2026 · Philippe Jeanneau

"So we could list everything now... before Christmas!?"

That's the moment a buyer's gears start turning.

From my desk today

Yesterday, I met with a new national retailer client.

The meeting was about onboarding a specific line of appliances. We talked about our capacities. How we operate. How they operate. What the buyer is looking for. We went through the product assortment.

Then came the question I love getting most: "So, what else do you distribute?"

And I opened the floodgates.

"Let me tell you about the 20,000 SKUs we carry. How we can curate one selection for your stores and another for your website. And did I mention our drop ship capability?"

I felt like Muhammad Ali: float like a butterfly, sting like a bee.

I obviously didn't knock anyone out. But it landed very well, and I could see the buyer's gears turning.

Then the meeting sped up.

"So outside of the store assortment, we could list everything now... before Christmas!?"

Yes. And now we're off to the races.

The retailer reality

Every buyer I meet runs into the same wall: the shelf.

- Shelf space is limited, and every facing has to earn its place.
- Every unit you stock is cash tied up, and a risk if it doesn't sell.
- Store assortments are planned months ahead, so new opportunities often wait until next year.

Meanwhile, your customers don't shop the shelf first. They shop online, check what's available, and expect to find the full range.

So the question isn't "How do I fit more on the shelf?" It's "How do I offer more without stocking more?"

Behind the scenes at Randmar

Here's what made that buyer's eyes light up.

1. One catalogue, two selections.

We carry more than 20,000 SKUs in stock, across approximately 80 brands. You don't have to take them all.

We help you curate one selection for your stores and a wider one for your website. The shelf keeps your proven sellers. Your website becomes your endless aisle.

2. Drop ship on everything.

All 20,000+ SKUs can be drop shipped, starting at a single item.

- Orders ship unbranded or with your information, so the customer sees your brand.
- Same 3 p.m. local cut-off for same-day shipping.
- Typical delivery in 1 to 3 days, from our hubs in Laval and Edmonton.
- We ship anywhere in Canada.

You list the product. The customer orders. We ship it. No inventory sitting in your back room.

3. Orders, any way they come.

We'll take your orders any way they come:

- EDI, synced several times a day for larger retailers.
- Randmar Connect, for Shopify stores.
- Marketplace integrations.
- Directly in your Randmar account, even from the store counter.

So a customer can order at the counter, on your website or on a marketplace, and the order lands with us the same way.

Why it matters now.

Shoppers move between online and in-store

77%
of shoppers use in-store pickup or click-and-collect

68%
of consumers have made multiple buy-online, pick-up-in-store

47%
of shoppers rely on real-time inventory checks

purchases

Sources: commercetools, The Omnichannel Playbook (2026), citing Numerator (77%, 47%) and Capital One Shopping (68%).

What it means for you: shoppers move between your website and your store all the time, and they check what's available before they buy. An endless aisle lets them find the full range with you, instead of somewhere else.

My real point

Your shelf has limits.

Your catalogue doesn't have to.

Your quick win this week

Write down the last five products a customer asked for that you didn't carry. Those are your first endless-aisle candidates. Check whether you can list them online without stocking them.

Your turn

If shelf space weren't a limit, what would you add to your catalogue first?

Randmar. Helping Canadian retailers sell more, every day.

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P.S. To that buyer: yes, before Christmas.