



CASE STUDY

Flexible Financing Fuels Growth for a Fast-Moving Pet Supplement Company



THE BACKGROUND

Since 2017, this pet wellness company has helped pets live healthier, more active lives by creating all-natural supplements designed to support overall well-being.

A firm focus on quality and transparency has helped the business earn the trust of customers across the country and maintain consistent double-digit revenue growth.

A CHANGE WAS NEEDED:

A Flexible Financing Solution Built for Growth.

THE CHALLENGE

As demand continued to increase, the company's leadership team saw the need for a financial partner that could support the company's rapid expansion.



THE SOLUTION

To help unlock this pet wellness company's next phase of growth, they were introduced to Banc of California's Business Finance team.

In partnership with Banc of California's Venture Banking team, they designed a flexible \$17 million credit facility to match the company's evolving capital needs and business model.

By combining formula-based and non-formula-based lending, the Banc of California team delivered expanded borrowing capacity and greater financial agility at a pivotal stage in the company's development.

THE RESULTS

Momentum Across Retail and Direct-to-Consumer Channels

Since securing the credit facility, the company entered a nationally recognized retail chain and gained access to thousands of new shelves across the country. This expansion bolstered its retail presence and created new opportunities to reach pet owners at scale.

Building on that momentum, the company is now investing in new product development and preparing to expand into additional markets.



The influx of capital also strengthened the company's ability to respond operationally. More specifically, the team was better able to:

Meet growing customer demand

Ramp up production across core product lines

Maintain seamless service for its direct-to-consumer customers

Support That Goes Beyond Capital

In addition to financing, this pet wellness company wanted a banking partner who understood the challenges of rapid growth. Having worked with other venture-backed businesses facing similar challenges, Banc of California understood the operational and strategic pressures that come with scaling quickly. That familiarity helped shape a collaborative process and a financial structure that reflected how the business actually runs.

To complement the credit facility, the treasury group also delivered practical tools that gave the company better control over cash flow and greater clarity in both their daily operations and long-term financial planning.

Positioned for What Comes Next

The company now has the financial foundation and strategic support needed to pursue new opportunities with focus and flexibility. That momentum is sustained through an ongoing partnership with Banc of California, which provides the insight and adaptability required to keep pace with the business's evolving goals.

Contact us today to learn more about how Banc of California can support your business with [asset-based lending](#) and [venture banking](#) solutions.

TAKE THE NEXT STEP

To learn more about our products and services, please visit our website: bancofcal.com/lending

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