

CASE STUDY

TURNING GFORCE'S SUPPLY CHAIN INTO A POWERFUL GROWTH ENGINE



CLIENT OVERVIEW

GForce Arms is a Reno-based importer and distributor of affordable, reliable firearms founded in 2020 by three industry veterans. In just five years the company has expanded from a three-person start-up to a coast-to-coast operation with facilities in Nevada, New York, and Texas. GForce's business model hinges on sourcing high-quality shotguns, rifles, and handguns from partner factories in Turkey, then providing U.S. wholesalers and retailers with an Amazon-like ordering experience: rapid availability, transparent pricing, and zero surprises.

COMPANY PROFILE



HEADQUARTERS

Reno, Nevada



EMPLOYEES

20+ (full-time)



FOOTPRINT

3 U.S. hubs;
sourcing corridor
in Turkey



STRATEGY

Maintain low landed
cost while accelerating
time-to-market for
new product lines

CASE STUDY AT-A-GLANCE

10x

GROWTH IN
5 YEARS

3

US NETWORK
HUBS

90%

CONSUMERS REACHED
WITHIN 2 DAYS

16

AIR SHIPMENTS
PER YEAR

74

OCEAN SHIPMENTS
PER YEAR

2

DAY TURNAROUND FOR
PRODUCTS IN HAND

1

STOP-SHOP FOR SUPPLY
CHAIN EXPERTISE



SUPPLY CHAIN CHALLENGES

GForce was having growing pains. A single 7,000 ft² facility in Reno handled all outbound distribution—but rising volumes, rising freight bills, and transit times to the east coast soon threatened service goals. Seeking a supply-chain partner that could lower cost, expand reach, and protect serialized firearms under strict ATF rules, GForce turned to Legacy Supply Chain Solutions in late 2020.

PAIN POINTS

1. ESCALATING TRANSPORTATION SPEND

Air-freight rates spiked during pandemic peaks, eroding margins and forcing price increases that clashed with the “affordable” brand promise.

2. CAPACITY AND SPACE CONSTRAINTS

The original 7,000 sq ft warehouse could not hold enough inbound inventory to meet demand spikes, leading to backorders and lost sales.

3. GEOGRAPHIC IMBALANCE

All shipments routed through Nevada meant 5- to 7-day ground transit to Eastern distributors—unacceptable for customers who expected two-day delivery.

4. VOLATILE DEMAND

Seasonal surges (fall hunting season, holiday promos) strained carrier capacity and left GForce with no scalable plan for overflow.

SOLUTIONS

It was clear that GForce had found a partner that was ready and willing to add value at every step and every touchpoint of their entire international supply chain. After analyzing all the data and working closely with the GForce team to understand their needs, a three-pillar program was developed to convert cost drag into competitive advantage — and an engine of growth that would continue to evolve as quickly as GForce’s business does.

The integrated program optimized every aspect — from overseas factory door to dealer dock.

SOLUTION OBJECTIVES

OBJECTIVE 1

Deliver transformational speed and cost advantages

OBJECTIVE 2

Embed connected intelligence into every movement

OBJECTIVE 3

Right-size the network so GForce could scale without waste or risk and;

OBJECTIVE 4

Provide the peace-of-mind that GForce’s products, business strategy, and future growth were in good hands

“Our mission was to turn GForce’s logistics into a strategic weapon—one that drives growth, controls costs, and adheres to stringent compliance in a single stroke,”

says Kyle Quesnel, Account Manager at Legacy

Transformational Impact

Tri-hub network.

Legacy opened a cross-dock in New York to break ocean containers and drop-ship to Eastern dealers, while GForce added a 13,000 ft² Dallas warehouse and slated Reno’s move to a 16,000 ft² site near the airport.

Ocean-first inbound.

Booking patterns flipped from air dominant to ocean led, culminating in 16 air and 74 ocean moves in 2024 — a complete reversal of the 2021 mix.

Cross-dock velocity. Fast-moving SKUs skip storage; slower sellers route to the closest stocking hub, improving turnaround.

Proactive problem solving.

An expert, dedicated team was assigned to support every aspect of the GForce supply chain, from tracking freight inbound from Turkey to final delivery to retailers.

Connected Intelligence

- **Carrier vetting and security protocols.** At time of dispatch, each driver must provide copy of driver’s license & registration, as well as photos of truck, including license plate. All records must match pre-shipment plan at the time of pick-up.
- **Warehouse security protocols in New Jersey**
 - 12 new hidden security cameras monitor all activities in real-time
 - Placement was directed by ATF agents for maximum coverage
 - Background checks and deep vetting of all new hires
 - All palletizations occur in secure locked room
 - Buddy system requires two people to unload crates; one of which must be a vetted warehouse employee (ie. dock manager)
- **GPS-enabled tracking with integrated, digital paperwork.** Line-haul trailers run with trackers, allowing GForce and Legacy to monitor location, prevent diversion, and share real-time status.

Right-Sized Partnership

Flexible Payment terms.

Legacy worked with GForce to define payment terms and ensure freight never stopped.

Hands-on cadence.

Regular team calls put collaboration first, matching both companies’ communication-oriented cultures.

Modular services.

Options for value-add services — like assembly and kitting — as plans for handling more of these tasks in the United States come to fruition.

This three-pillar solution transformed GForce’s supply chain from a single-point bottleneck into a responsive, data-driven network with a dedicated logistics team that cuts cost, accelerates speed, and scales on demand — laying the operational foundation for exponential growth.

“We co-built a network that grows at GForce speed and stays audit-ready.”

— Kyle Quesnel, Account Manager, Legacy

“Legacy takes away headaches that I didn’t even know we had — because they usually solve everything before I ever see it. I always know my bases are covered.”

— Jared Woods, GForce COO

RESULTS & OUTCOMES

GForce now enjoys the kind of speed, visibility, and cost control normally reserved for far larger brands — validating the strategic bets made during design and giving the leadership team confidence to accelerate new-product launches.

GForce COO Jared Woods says, “With live visibility and iron-clad compliance baked in, I sleep at night knowing every shipment is on track and fully documented. Legacy feels less like a vendor and more like an extension of our own team.”

➤ **FASTER, LEANER, BUILT FOR GROWTH**

- **Dramatically lowered freight costs** from 2021's 91 air / 3 ocean to 2024's 16 air / 74 ocean.
- **Products in hand in under 2 days.** Multiple hubs in New York, Reno, and Dallas help products reach dealers quickly, wherever they are from coast-to-coast.
- **One-stop shop expertise.** A dedicated team provides the highest level of service at every point of the supply chain.

➤ **DATA-DRIVEN PRECISION, BULLETPROOF COMPLIANCE**

- **Real-time visibility at every point.** Technology enables a dashboard that puts the data GForce needs at their fingertips every step of the way.
- **Streamlined compliance** in this sensitive industry is vital — Legacy has detailed information always at hand whenever it is required.

➤ **ELASTIC, COST-EFFICIENT, FUTURE-PROOF**

- **Capacity gain:** Reno's move to 16 k ft² and the Dallas 13 k ft² site erased peak storage bottlenecks.
- **Three-hub network (Reno, Dallas, New York) reaches 90 % of U.S. customers in two days** — versus up to a week before — while still optimizing costs.
- **Support for global, multi-modal options:** Not every 3PL can offer their clients this depth and range of expertise to optimize an international supply chain in a highly-regulated industry.



“Legacy turned shipping from a cost drag into a growth lever — speed, savings, security all in one.”

— Jared Woods, GForce COO

LOOKING TOWARDS THE FUTURE

Not long ago, GForce's supply chain was a single-hub bottleneck; today it's a nationwide growth engine anchored in speed, savings, and iron-clad compliance. The partnership shows what's possible when two teams commit to solving problems together, not just hitting service-level agreements. "We didn't come in with a canned playbook; we co-designed a smart network that can respond and grow as fast as GForce does," says Jared Woods, GForce COO.

Not only that, but having a 3PL partner with the expertise to optimize and scale an international supply chain at every point has been integral to GForce's ability to keep up with demand and grow quickly. That ability to change and evolve with the business has been crucial. "In the future, we want to explore doing more manufacturing, assembly, and kitting in the United States. With Legacy, I know I have a partner that will be able to provide value-add services that we need to do it successfully" states Woods.

Together, GForce and Legacy are proving that logistics can be more than a cost of doing business; it can be a catalyst for market leadership. With ongoing innovation baked into the roadmap, both teams are confident the next twelve months will deliver even faster, smarter, more profitable growth — and a partnership that will last for years to come.

Legacy collaborated closely with GForce to transform logistics from a cost center into a powerful growth engine.

"Legacy turned our shipping headaches into a strategic advantage — faster deliveries, lower costs, and airtight compliance, all at once,"
explains Jared Woods, COO at GForce

