

New Hampshire



Meet the seller



BADGER

**Rebecca Hamilton &
Emily Schwerin-White**

Badger
Gilsum, NH



Scan to visit the
seller's storefront

For the family-owned business Badger, quality and legacy are at the heart of every decision for their organic body care products. As the second generation of leaders, co-CEOs Rebecca Hamilton and Emily Schwerin-Whyte are committed to ensuring Badger endures for generations to come.

One key strategic move under their leadership was taking control of Badger's sales on Amazon. It was a move to bring quality, freshness, and control in house. In the process, they learned firsthand about Amazon's logistics program and robust analytics they could leverage to grow their ecommerce presence.

"By choosing Amazon, we have access to customer insights that other channels don't provide, as well as advanced logistics capabilities, giving us a lot of levers to pull to grow our business," said Hamilton. With the barriers to their customers and stock removed, Hamilton said Amazon became one of their fastest-growing sales channels. Amazon's focus on customer experience is in direct alignment with Badger and, "as a small business," Hamilton said, "connection to customers makes a difference."

One of the biggest levers the sisters will pull is where to direct their customers to order, between their website and Amazon. Because Badger chose Fulfillment by Amazon (FBA) for their Amazon storefront, they say it's the preferred place to send influencer mentions or growth that is rapid or unexpected. "Having Fulfillment by Amazon really helps," said Hamilton. "We can direct that business to Amazon because we know they can handle a big spike that we would have a harder time managing internally."

Now, Badger is pouring its 100-year vision into developing a new line of innovative, waterless skincare products. This cutting-edge formulation, which the company calls a "once-theoretical, soon-to-be-commercialized product line," will be sold through Badger's Amazon storefront, making it accessible nationwide.

"Because Amazon is part of Badger's 100-year vision," said Hamilton, the company plans to take full advantage of Amazon's continued investment in services and tools to support sellers. "There should not be a barrier to accessing quality products that support a healthier world," she added.

Independent Sellers

1,500

There are more than 1,500 independent sellers in New Hampshire selling in Amazon's store.

Average Annual Sales

\$260,000

In New Hampshire, average annual sales per independent seller was more than \$260,000.

Items Sold

12 million

Independent sellers in New Hampshire sold more than 12 million items in 2023.

