



SCALING SMARTER

Flexible financing sparks expansion for Clever Foods & Supplements

Clever Foods & Supplements is a fast-growing health and wellness brand focused on meeting the growing consumer demand for premium vitamins and nutritional supplements.

As a relatively new company in the health and wellness space, Clever Foods & Supplements quickly gained market traction. However, rapid growth brought increasing pressure on working capital. To stay ahead of competitors and meet customer demand, the team needed a financing solution that could scale alongside the business.

THE CHALLENGE:

High-costs and limited capacity

With rapidly increasing demand, Clever Foods & Supplements recognized that their existing financing provider was reaching its limits in terms of capacity and flexibility.

"We wanted to expand by adding two additional production lines and needed a solution that could grow with us, provide competitive pricing, and allow us to move quickly on new business opportunities," said Ricardo Villarreal, CEO.

With plans to increase production and accelerate order fulfillment, the company needed a financing partner with industry expertise capable of keeping pace with its growth ambitions.

THE SOLUTION:

Built for growth

When Clever Foods & Supplements connected with eCapital, they were looking for more than just a bigger facility. They wanted a financing partner who could move quickly, think long-term, and make the transition seamless.

Company profile



LOCATION

Weslaco, Texas



COMPANY SIZE:

Mid-size



INDUSTRY:

Manufacturing



FINANCING SOLUTION:

A/R Financing



FACILITY SIZE:

Grew from \$12MM to \$15MM



We needed a solution that could grow with us, and allow us to move quickly on new business opportunities."

— Ricardo Villarreal, CEO

"We chose eCapital because they offered a stronger overall package — competitive pricing, favorable terms, and a facility large enough to support our plans," explains Villarreal. "From underwriting to day-to-day operations, their team has been incredibly supportive and easy to work with."

eCapital initially provided a \$12MM A/R financing facility. As demand grew and production expanded, the facility scaled to \$15MM, providing the capital needed to continue growing without delay.

In addition to funding, eCapital provided onboarding support and access to a user-friendly financing platform. "Their platform has made a big difference. It's easy to use and gives us real-time visibility into our invoices and available funding," added Villarreal.



The increased facility has played a key role in our continued growth. It has enabled us to fulfill more orders, respond faster to customer demand, and take on new business with confidence."

— Ricardo Villarreal, CEO

THE RESULTS:

Greater capacity, faster delivery, stronger credibility

"The increased facility has played a key role in our continued growth. It enabled us to launch a fifth production line, which allows us to fulfill more orders, respond faster to customer demand, and take on new business with confidence," said Villarreal.

Beyond the funding itself, the company valued eCapital's partnership approach. "Our experience with eCapital has been excellent. Their team is not only responsive and knowledgeable, but also proactive and solutions oriented," Villarreal noted. "Whenever we've been unsure about how to handle a specific request, they've walked us through the process and offered clear guidance. Their patience and professionalism have made a big impact.

His advice for other high-growth businesses: "Look for a financing partner who can scale with you and offer the flexibility to seize opportunities as they arise," he said. "eCapital gave us access to capital at the right price, a facility sized for our growth, and a team that genuinely understands what high-growth businesses need. If you're looking to scale efficiently and take advantage of growth opportunities, they're a smart financing partner to have in your corner."

LET'S TALK

888.230.3479 | PartnerTeam@eCapital.com



eCapital.com