

CASE STUDY

How The Quality Group (ESN & More Nutrition) Scaled Retail Expansion and Streamlined B2B Automation with Procuros

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As part of **The Quality Group (TQG)**, **ESN & More Nutrition** rapidly grew into one of Europe's leading nutritional supplement brands. With soaring demand, new retail listings, and plans for international expansion, they faced the challenge of establishing reliable, automated connectivity with dozens of key retail partners. By partnering with **Procuros**, TQG transformed its B2B document flows and ERP & retailer integration. Today, TQG successfully manages these flows across 30+ retail partners & automates thousands of EDI transactions monthly while preparing for further growth in new markets.

About ESN and TQG

ESN & More Nutrition, under The Quality Group umbrella, is a market-leading provider of Sports nutrition & performance supplements. Known for digital innovation, influencer collaborations, and community-building with a wide audience, TQG supplies both end consumers (D2C) and an expanding portfolio of top European retailers including **REWE, Edeka, DM, Rossmann & AlbertHeijn**.

The Challenge

Rapid growth brought increasing complexity:

- **Explosive demand:**
Order volumes across all sales channels spiked, with retail listings in top retail chains adding scale and operational urgency.
- **EDI and data integration gaps:**
TQG initially lacked a robust EDI setup. Manual processes for exchanging **orders, invoices, and delivery notes** created bottlenecks and risk of errors. With a growing in-house ERP and a planned migration to SAP, seamless retailer connectivity was critical.
- **Deadline-driven execution:**
Large retail partners required on-time, standardized data exchange. Any failure risked penalties and jeopardizing strategic retail relationships.

In short, TQG needed a scalable, future-proof way to automate B2B processes while ensuring operational excellence.

The Solution: Procuros B2B Automation Platform

To meet these demands, TQG partnered with Procuros to deploy a tailored **EDI connectivity and automation solution**:

- **Fast Retailer Onboarding:**
Connected TQG to 30+ retail partners across Europe, including top grocery and drugstore chains.
- **WebEDI & API Flexibility:**
Combined WebEDI for initially simpler & faster deployments and deep API integration for advanced & fully integrated workflows.
- **Customized Integration & SAP Readiness:**
Initially supported TQG's ERP environment, later enabling full migration to SAP with seamless connectivity.
- **Standard & Complex Documents:**

Automated exchange of **ORDERS, INVOIC, DESADV, and Credit Notes**, including sophisticated cases required by retail partners.

- **Proactive Support:**

Procuros' team worked closely with TQG's operations, IT, and sales teams to deliver on critical retail partner deadlines.

Results & Impact

- **Scalable Partner Connectivity**

EDI connections with over 30+ major retail partners, from REWE and Edeka to other DACH & NL retailers, as well as to gym chains.

- **Significant Efficiency Gains**

By processing and validating thousands of transactions each month, the sales operations team saves several hours per week and can focus on strategic tasks and customer needs.

- **Error Reduction & Compliance**

Eliminated manual handling errors, resolved pricing discrepancies more efficiently, and ensured compliance with international retailer standards.

- **Future-Ready Collaboration**

Procuros enables TQG's continued geographical expansion (new countries) and supports new use cases (different retail formats, broader product lines).

"Procuros has transformed how we connect with retailers; what used to require hours of manual work is now seamless and automated. Their flexible platform and collaborative team make the difference as we scale across Europe."

Sebastian Seifert, Head of Commercial Operations, TQG

Conclusion

TQG's growth story demonstrates how **end-to-end B2B automation is key to scaling a modern consumer brand**. Partnering with Procuros made it possible for TQG to master its rapid retail expansion, reduce complexity, and future-proof its European growth journey.

With Procuros, TQG moved from manual, error-prone workflows to an automated retail backbone. This not only secured operational excellence in Germany, but also provided the foundation for future international expansion and new use cases.

Procuros: The B2B Automation Platform for High-Growth Brands.

Grow your business with Procuros

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