

Birdie Balou Partners with RepSpark to Scale Wholesale Growth and Reach New Retailers Nationwide

(Keller, TX & Anaheim, CA) – Birdie Balou, a lifestyle accessories brand creating fun and functional pieces designed for life in motion, has officially partnered with RepSpark to accelerate its wholesale expansion and streamline operations.

Through this collaboration, Birdie Balou will leverage RepSpark's B2B eCommerce platform to connect with a broader network of golf shops, resorts, and specialty retailers.

The partnership allows the brand to transition from manual processes to a digital-first wholesale strategy, ensuring its fun and functional designs reach active women wherever they shop.

“As our business grew, we found it increasingly difficult to find sales representatives in certain regions within the U.S.,” said Sheilagh Wilson, Founder of Birdie Balou. “After considering RepSpark in the past, we decided this year was the right time to come on board and the impact was immediate! Within the first week of our soft launch, we began receiving access requests from buyers, quickly and seamlessly creating valuable new leads and connections. The platform is easy to navigate, and RepSpark has quickly become a tool we see as a meaningful asset to our continued growth.”

Fun, Functional Accessories for Life in Motion

Birdie Balou offers a thoughtfully curated collection of accessories designed to balance style, organization, and everyday practicality. Known for its best-selling Golf Cart Seat Covers, Sporty Totes, and Insulated Bags, the brand creates pieces that move seamlessly from the course to the office to a weekend getaway.

Proudly women-owned and based in Texas, Birdie Balou's design philosophy starts with function and finishes with personality. Each piece features bold colors, playful prints, and durable, easy-care materials that fit seamlessly into real-life moments.

Whether heading to the golf course, tennis court, the pickleball court, or a beach resort, Birdie Balou delivers versatile gear designed for a life well played.

Why RepSpark?

Birdie Balou selected RepSpark for its reputation as the leading wholesale platform in the golf industry. By integrating RepSpark's robust tools, the brand strengthens its ability to self-serve orders and manage retailer relationships 24/7. Through RepSpark, Birdie Balou gains:

- Real-time inventory visibility to ensure accurate stock levels for buyers.
- Streamlined wholesale ordering through digital catalogs and line sheets.
- Custom product assortments tailored to specific retail locations.
- Advanced sales insights to monitor performance and identify growth opportunities.
- RepSpark Community access to get discovered by new retailers and build brand awareness.

“What excites us about Birdie Balou is how they’ve successfully injected personality into functional sport and resort accessories,” said Meghann Butcher, CEO of RepSpark. “Sheilagh and her team have built a brand that truly understands the 'on-the-go' lifestyle of the modern woman. RepSpark’s platform is designed to amplify that story, making it easier for their vibrant collections to reach the right retailers and players globally”.

About Birdie Balou

Birdie Balou designs fun, functional accessories created to move seamlessly through an active, everyday lifestyle. Blending performance with personality, the brand is known for vibrant designs, smart details, and high-quality, easy-care materials. From Sporty Totes to Golf Cart Seat Covers, Birdie Balou supports life in motion without sacrificing style. Learn more at birdiebalou.com.

About RepSpark Systems

RepSpark is the leading provider of digital solutions for B2B wholesale commerce. Designed to be personalized, intuitive, and powerfully intelligent, RepSpark’s platform drives brands to connect and collaborate with their buyers to place orders, create digital line sheets, and analyze key data 24/7. RepSpark brands leverage technology to drive sales growth and better serve their retailers. Founded in 2007, RepSpark is headquartered in Anaheim, CA. To join the RepSpark Community, create an account at app.repspark.com, and for more information, visit www.repspark.com.

Contact

Eric Gandarilla
Content Marketing Manager
eric.gandarilla@repspark.com
www.repspark.com

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