

New Fresno Distribution Center Transition Begins in December

To support SureFit’s transformation and growth, we are moving our West distribution center operations from Reno, Nevada, to Fresno, California beginning in early December 2024. The new 75,000-square-foot facility will dramatically increase inventory capacity and SKU count. The site strategically positions us to improve service lead times, allowing West coast customers to receive products more quickly and efficiently.

How does this affect me?

SureFit customers will begin receiving shipments from the new Fresno facility between December 2024 and January 2025. Your ship-to address for each order will determine if it will be fulfilled from Reno or Fresno during this transition. No action is required on your part. Shoes and custom inserts will continue to ship from the Alpharetta Distribution Center and will not be impacted by this move. Please review the following table to identify when your clinic’s orders will update to Fresno:

Ship-To Address Update Date:	Primary Default Warehouse updated from Reno to Fresno:	Secondary Warehouse updated from Reno to Fresno:
12/05/2024	OR, WA	
12/09/2024	NV, UT, WY	NY, OH, OK, PA, PR, RI, SC, SD, TN, TX, VA, VT, WI, WV
12/16/2024	AK, AZ, CO, HI, ID, MT, NM	AL, AR, CT, DC, DE, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NC, ND, NE, NH, NJ
01/06/2025	CA	

The order cutoff time for same-day ground shipping from the Fresno facility will be 4:30 PM PST. The order cutoff time for same-day express shipping from the Fresno facility will be 2:30 PM PST.

Why are we making this change?

Relocating to Fresno, California, positions the new distribution center less than a mile from a FedEx ground hub, bringing significant operational efficiencies through enhanced network capacity and considerably improves all West Coast service lead time. Thousands of ZIP codes will see service times improve from 2-day to 1-day delivery. Additionally, weather disruptions related to the Donner Pass will be eliminated, ensuring smoother in-bound and out-bound operations year-round.



With expanded space, capacity, and a favorable shipping location, we're excited to announce this next chapter for our distribution network. The new Fresno facility will also feature solar energy panels, and other energy-saving features to reduce our carbon footprint.

What should I do if I have questions?

Please contact your [SureFit Account Manager](#) or call customer service at 1.800.298.6050 x1.

Thank you for your patience and support during this time.

Sincerely,

Your SureFit Team

