

Mountainland Supply Company Turns to Thrive Technologies for Increased Inventory Profitability

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Matt Scott, Director of Inventory for Mountainland

OREM, Utah (September 2nd, 2026) — Mountainland Supply Company, the employee-owned wholesale distributor headquartered in Orem, Utah, has selected AI inventory platform Thrive Technologies to rebalance inventory across its 42 branches and reduce dead stock. Mountainland is the latest multi-location wholesaler to adopt Thrive's AI solutions for inventory optimization, an area in which the fast-growing company has established itself as a leader among distribution businesses.

Mountainland has 42 locations across six states, allowing it to serve local customers efficiently. It stocks a comprehensive range of inventory for plumbing, HVAC, hydronics and radiant heat, waterworks and more.

Considering its multi-location status and vast product mix, Mountainland wanted a solution that would allow it to rebalance products optimally across all its locations. It also wanted to reduce dead stock without purchasing an expensive supply chain planning system that would take several months or even years to implement.

Mountainland is leveraging Thrive's Thermostock® Rebalance AI solution, which analyzes billions of data records to optimize the profitability of low-selling SKUs. Thrive's AI products integrate directly with a company's existing ERP platform. At Mountainland, Thermostock Rebalance integrates with the company's Epicor Eclipse ERP system to automatically identify opportunities to transfer slow-moving or excess inventory between locations before it turns into unsellable dead stock. Wholesalers and supply houses must stock parts at their branches that may sell only a handful of times a year but are critical to keep on hand for customers. Since a wholesaler typically stocks tens of thousands of SKUs, buyers don't have time to manually review their stocking levels, which is the main cause of dead stock and low fill rates for parts.

With Thermostock Rebalance, Thrive AI automatically identifies inventory that has gone dead at one location but is still selling at another, and lets buyers configure and prioritize transfers — shipping dead stock to the nearest location first, for example. The system pinpoints which locations have the strongest demand based on the type, breadth and recency of customer purchasing behavior, ensuring that the effort of moving inventory is rewarded with sales.

“We are really excited about our ability to quickly reduce our dead stock,” said Matt Scott, Director of Inventory for Mountainland. “You can tell this is not Thrive’s first rodeo. They are extremely knowledgeable about distribution inventory and what it takes to successfully implement their solutions. We are seeing impressive early returns from reducing dead stock and look forward to a long-term partnership.”

Additional information about Thrive Technologies, including its entire ERP inventory optimization platform for wholesalers, can be found online at <https://www.thrivetech.com>. Additional information about Mountainland is available at <https://mountainland.com/>.

About Thrive Technologies

Thrive Technologies is committed to solving supply chain planning issues for inventory-intensive companies without requiring expensive risky software implementations. Thrive has developed patented technologies that leverage AI to analyze billions of rows of inventory data to prevent up to 90 percent of the accumulation of dead stock, increase parts fill rates by 8 percent, and reduce lost sales by at least 50 percent. Thrive’s inventory solutions are live within weeks, integrate closely with clients’ ERP systems, and provide unprecedented agility in managing unpredictability and change in demand and supply chains.

About Mountainland

Founded in 1947, Mountainland Supply Company is headquartered in Orem, Utah, and has grown into a leading wholesale distributor with 42 branches across six states, nine plumbing showrooms and more than 1,150 employee-owners.

The company additionally provides a comprehensive range of parts for Landscape & Golf Irrigation, Power Equipment, Hardscape & Pools, Agricultural Irrigation, Geotextiles, Pumps, Vertical & Horizontal Drilling & Utilities, Tool & Safety products, and Truck Outfitting services, supported by robust logistics and an expert sales team.

As part of an employee-owned organization, Mountainland is deeply committed to local communities and gives back through various charities in the local regions where it operates, namely Utah, Idaho, Wyoming, Arizona, Colorado, and Kansas.

For more information, please visit Thrive Technologies at www.thrivetech.com or follow them on

LinkedIn or Facebook.

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