



How 3 Sellers Transformed Their Business with Roca

For TCG sellers evaluating automation to scale inventory, save time, and grow revenue



Is Roca Right for You?

We interviewed three different Roca customers to see how a Roca Sorter transformed their businesses. Here's what we learned.

Simply Collecting

Can now list 1,000 cards a day with one Roca Sorter

Business Type: Online-only

Employees: 3

Roca Sorters Owned: 1 Roca Sorter

Backlog Before Roca: 75,000 cards

“
The Roca isn't just for brick and mortar stores. It has been critical to allow our online store to scale tenfold without needing to hire ten sets of hands to do the work for it. Instead of buying [a different sorter] first, we wish we had just bought the Roca first.”

Advice

If your bottleneck is sorting and listing at scale, it's time.

Jersey's Cards & Comics

Saved 300+ hours/month – like adding 2 full-time staff – and increased sales by 160%

Business Type: Local game stores (3)

Employees: 15

Roca Sorters Owned: 2 Roca Sorters

Backlog Before Roca: 1,000,000

Money Saved: \$225,000

“
The machines got rid of the mountain of labor that was in the way.”

Advice

Know the machine inside and out—Fixes can save operations downtime. Also, invest in a strong, scalable workflow from day one. Roca's power grows with your operation, but only if you build the right systems to support it.

Card N All Gaming

Scaled inventory 10x and sped up fulfillment with a Roca-powered workflow

Business Type: Local game stores (2)

Employees: 13

Roca Sorters Owned: 2 Roca Sorters

Backlog Before Roca: 2,000,000+

Money Saved: \$300,000+

“
We went from 20,000 cards in inventory vs. 200,000 cards in inventory. Not only is the quality of inventory better, but the sell-through rate is faster now.”

Advice

Build your workflow before the machine arrives. Once Roca is in place, you'll want to keep it moving – and a strong intake process ensures you don't scramble.

Seller	Cards Sorted	Time Saved	Break-Even	Sales Impact
Simply Collecting	10,000+	100 hrs	Year 2 (estimated)	TBD (projected +30%)
Jersey's Card and Comics	1.25 million	300+ hrs/month	13 months	+160% sales
Card N All Gaming	4-5 million	30,000 hrs	12 months	10x inventory

Key Takeaways Across All Sellers

1

⬇️ Sort Smarter, Not Harder:

Roca Sorter turns manual labor into automation, saving thousands of hours across seller types.

2

📈 Scales With Your Growth:

Whether you're selling exclusively online or running a multi-store empire, Roca fits different workflows -- from bulk to high-volume warehousing.

3

💰 Fuels Inventory & Sales Growth:

More inventory, more trust, more sales. With less backlog and more bandwidth, sellers could process, list, and fulfill more cards faster.

4

📦 Bulk is Back:

Roca reduces the labor cost of buying unknown bulk, turning a risky task into a profitable strategy.

Is It Time to Add a Roca to Your Workflow?

Whether you need help with a mountain of bulk or looking to scale your operations, Roca delivers ROI where it counts: time, inventory, and profit.

Let's talk.



Save Time and Money.

Autonomously sort and index 1,000 cards in just two hours, with labor cost savings of up to 80%.

Customize How You Organize Your Inventory.

Sort to fully alphabetize, sift for valuable cards, or organize inventory specific to your store's needs with over 50 unique programmed sorts and sifts.