

Elite Sports Removes Minimum Order Requirement from Wholesale BJJ Program to Support Small Brazilian Jiu-Jitsu Academies

The updated wholesale program gives independent gyms and instructors greater flexibility by allowing wholesale purchases with no minimum order quantity.



Los Angeles, California Jul 3, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Elite Sports, a leading manufacturer of Brazilian Jiu-Jitsu (BJJ) apparel and training equipment, today announced that it has eliminated the

minimum order requirement for its [Wholesale BJJ Program](#). The move is intended to make wholesale purchasing more accessible for small BJJ academies, startup gyms, independent instructors, and martial arts retailers looking to expand their product offerings without committing to large inventory purchases.

The updated program allows qualified wholesale customers to place orders based on their current business needs rather than a predetermined minimum quantity. By removing this barrier, Elite Sports aims to help academy owners better manage inventory, reduce upfront costs, and invest in high-quality BJJ gear at their own pace.

"As Brazilian Jiu-Jitsu continues to grow worldwide, we want to ensure that academies of every size have access to premium training gear through a wholesale program that fits their business," said a spokesperson for Elite Sports. "Eliminating minimum order requirements gives our partners the flexibility to purchase what they need while preserving cash flow and responding more quickly to student demand."

Small and newly established academies often face financial challenges when purchasing inventory. Large minimum order requirements can limit access to wholesale pricing and make it difficult to introduce new products. Elite Sports' revised wholesale policy addresses these concerns by enabling businesses to order only the quantities they require.

Through the Wholesale BJJ Program, eligible customers can access a broad catalog of products, including BJJ gis, rash guards, fight shorts, belts, compression apparel, training accessories, and other martial arts essentials. The program is designed to support businesses as they grow while maintaining the flexibility to adjust inventory based on enrollment, seasonal demand, and customer preferences.

Key Benefits of the Updated Wholesale BJJ Program

- No minimum order requirement for qualified wholesale accounts
- Greater purchasing flexibility for small and growing academies
- Reduced upfront inventory investment
- Access to wholesale pricing across Elite Sports' BJJ product line
- Simplified inventory management
- Opportunity to test new products before placing larger orders
- Scalable purchasing options that support long-term business growth

The policy change reflects Elite Sports' commitment to strengthening the Brazilian Jiu-Jitsu community by making premium equipment more accessible to instructors, gym owners, and retailers. As participation in BJJ continues to expand, the company believes flexible wholesale solutions can help independent businesses better serve their students and local communities.

Qualified businesses can apply for the Wholesale BJJ Program and learn more about product availability by visiting <https://wholesale.elitesports.com/>.

About Elite Sports

Elite Sports is a leading provider of Brazilian Jiu-Jitsu apparel, martial arts uniforms, combat sports equipment, and training accessories. Serving athletes, academies, instructors, and retailers around the world, the company is committed to delivering durable, performance-driven products at competitive prices while supporting the continued growth of the martial arts industry.

Media Contact

Elite Sports

Website: <https://www.elitesports.com>



Media Contact

Elite Sports

*****@elitesports.com

+1 (855) 793-3281

2703 Saturn St Brea, CA 92821

<https://www.elitesports.com>

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