



A NUMA CUSTOMER STORY

T Leaf T · Premium Tea Manufacturer & Retailer

# T Leaf T makes and sells the tea. Numa runs the marketing.

New Zealand's most trusted tea company blends and sells premium tea, in-store and online. The hard part of competing in eCommerce — the endless marketing production — now runs on Numa. So the team stays focused on what they do best: making great tea and selling it.

Industry Premium Tea · Manufacturer & Retailer Location New Zealand

Stack Shopify · Magento · Trello

21

custom AI agents built and in use

~190 hrs

of work returned over a ~90-day window (estimated)

100%

marketing produced in-house — no agency, no marketing hire



Numa powers T Leaf T's marketing — storefront, copy, SEO and email — without an agency or a marketing hire. The people stay focused on making and selling great tea.



Hand-grading the leaf — the craft behind a premium cup.

It's just incredible. I've been impressed with what we've been able to do. There's so much you can do that you're just not aware of doing — the only limitation is my own creative thinking in terms of what it can do sometimes.



**John van Gorp**  
Owner, T Leaf T

#### THE CHALLENGE

## A maker and seller of tea — carrying a marketer's workload

T Leaf T's edge is its product and its customers: blending premium tea and selling it, in-store and online. But competing in eCommerce demands a relentless stream of marketing production — branded web pages, product copy, SEO, email and seasonal campaigns across both Shopify and Magento. For a lean manufacturing and retail team, that work either pulls people off the floor and away from customers, or it goes out to an agency at agency prices.

They needed a way to keep marketing moving at a premium standard — without building a marketing department to do it.

#### WHAT THEY SET OUT TO DO

- ✓ Keep the team focused on production and sales, not digital busywork
- ✓ Lift marketing output across both storefronts without an agency-sized budget
- ✓ Bring branded web, copy and campaign work in-house — on-brand and on-demand
- ✓ Turn one-off marketing projects into repeatable, owned capability

## WHERE IT STARTED

# The Christmas advent calendar

Christmas is T Leaf T's biggest tea season. To make it count, they wanted a branded interactive advent calendar — 24 daily reveals showcasing their festive range and giving customers a reason to come back every day of December.

Built the traditional way, that meant commissioning an external agency on a roughly six-month timeline. Instead, the team built it themselves with Numa in a matter of weeks: a complete, on-brand calendar with 24 interactive elements, with all of the HTML, CSS, JavaScript and application logic generated through Numa — and prompting guidance that left the team able to make the next asset, and the next, in-house.

That first calendar became the seed of T Leaf T's whole marketing engine.



### Weeks

not a 6-month agency build

### 24

interactive daily reveals

### 100%

built & owned in-house

## One team of agents, running the marketing

What began as a single seasonal calendar is now a whole marketing engine. Almost everything Numa does for T Leaf T is marketing and digital production — the work that used to compete with making and selling tea. Here's where the hours went over a recent ~90-day window.

01 · BUILDING THE STOREFRONT **~155 hrs**  
~80% of value

### An in-house web team that never sleeps

The biggest story by far. T Leaf T's page-builder agents assemble branded Shopify pages, maintain themes and port code between Shopify and Magento — the marketing build work that used to start with an agency quote.

Shopify Page Builder v2

Shopify Page Builder

Theme Maintenance

Shopify → Magento Code

02 · FILLING THE CATALOGUE **~20 hrs**  
work returned

### Copy, blogs and SEO that keep pace with the range

A premium tea catalogue needs constant words — product copy, blog articles, promotions and search optimisation across Shopify and Magento. The copywriting and SEO/AEO agents produce it on demand, in the brand's voice — no copywriter on payroll.

Tea Copywriter SEO · Shopify

Blog Writing

Tea Copywriter SEO · Magento

Promotions Copywriter

### 03 · TALKING TO CUSTOMERS

~7 hrs

work returned

## Email templates, built and updated in minutes

Updating Shopify email templates is fiddly, repetitive and easy to get wrong. The Email Template Updater turns each job into a quick agent run — keeping campaigns and transactional mail consistent and on-brand without hand-editing markup.

Shopify Email Template Updater

### 04 · BEHIND THE SCENES

~6 hrs

work returned

## Keeping the business running, quietly

Numa also turns raw inventory and retail sales data into clean, readable reports, and handles meeting prep, Trello housekeeping, and even helping the team spin up their next agent — better visibility, less admin for the people running production and sales.

Inventory Reporting

Retail Sales Reporting

Meeting Prep & Agendas

Trello Agent

Agent Builder Helper

## A selection of the agents at work

Part of 21 custom agents T Leaf T has built in-house — a representative set shown here.

Shopify Page Builder v2

Shopify Page Builder

Theme Maintenance

Shopify → Magento Code

Tea Copywriter SEO · Shopify

Tea Copywriter SEO · Magento

Blog Writing

Promotions Copywriter

Email Template Updater

Inventory Reporting

Retail Sales Reporting

Meeting Prep & Agendas

Trello Agent

Agent Builder Helper

**How we measure "work returned":** figures are estimated from T Leaf T's Numa agent activity over a recent ~90-day window — based on the manual time each task would otherwise take a person, rather than measured time-and-motion. Actual savings vary by task.

## Marketing that scales, a team that stays focused

### FOCUS

#### The team stays on the tea

With marketing production handled by agents, T Leaf T's people stay where they add the most value — on the production line and with customers — instead of wrestling with web pages and copy.

### MARKETING

#### More marketing, not more budget

A full storefront-and-content marketing engine — branded pages, copy, SEO and email — running across two platforms without an agency or a single marketing hire.

### TIME

#### ~5 working weeks returned

An estimated 190 hours of skilled work returned over a recent ~90-day window, with storefront building alone accounting for around 155 of those hours.

### MOMENTUM

#### Capability that compounds

From one Christmas calendar to a whole marketing engine — and with an Agent Builder Helper in the mix, T Leaf T keeps adding agents as new needs appear.

## Start working smarter, not harder.

Let Numa take the marketing and busywork off your plate, so your team can focus on what you actually do best — just like T Leaf T.

[Try for Free](#)

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