

Auto Service Equipment Company Benefits from Creative Sourcing of Promotional Marketing and Signage

Fresh ideas and buying power result in better solutions at lower cost



— everything from pens, coffee mugs and counter mats to custom tire pressure gauges. By leveraging more than \$90 million of annual buying power, we were able to negotiate better prices and faster delivery times, even from foreign producers. For example, the client traditionally gave its customers a special tool pouch with their company logo. What had previously taken 3-4 months to source, Taylor was able to obtain from an offshore supplier in just six weeks at a 10 percent lower price. The client also wanted to honor its employees with a special commemorative coin for taking heroic measures to reopen their badly damaged headquarters facility following a tornado. In another example of sourcing savvy, Taylor was able to create the custom artwork, produce multiple rounds of proofs and deliver the specially engraved coins in just four days.

Situation

A manufacturer of automotive services equipment had a network of independent sales and service representatives who called on auto dealerships and auto repair shops nationwide. The company encouraged its reps to spend their marketing dollars on promotional items and signage and was continually looking for creative, cost-effective ways to help the brand stand out in the marketplace. They also needed ways to recognize the reps for outstanding performance and for completing required training courses. However, their existing sources of promotional and signage products were plagued by long lead times and rising prices.

Solution

To ensure a steady stream of fresh ideas and secure the best pricing possible, the client turned to Taylor Communications for its sourcing expertise. Taylor identified dozens of unique promotional marketing items

Benefits

Taylor Communications has consistently saved the client 10-20 percent on its promotional marketing and point-of-purchase display materials while dramatically improving speed to market compared to prior suppliers. The client also enjoys a higher level of quality and creativity in the materials they receive, benefiting from truly innovative solutions that set their brand apart.