



## **What are some useful cross-sell or upsell opportunities in this space?**

One of the biggest advantages of diversifying into industrial supplies is the sheer potential for solution selling. Unlike many office products, where items are often sold individually and price is the main driver, industrial buyers are often looking for a set of complementary tools that solve a safety, organisational, or compliance challenge.

That's your opportunity.

By learning how products in the industrial space work together, you can turn small transactional sales into bigger, more valuable orders, while also helping your customers improve efficiency and safety across their sites.

Here's a guide to some of the most effective cross-sell and upsell combinations in this space, including what to pair, why it matters, and how to pitch it.

### **1. Rack Labels + Aisle & Bay Markers**

"You can't have one without the other."

#### **Why it works:**

Rack labels are used to identify individual pick locations, while aisle and bay markers provide a bigger-picture navigation system, guiding operatives to the right area before they scan for individual codes. They're part of the same visual hierarchy.

#### **Cross-sell pitch:**

"Are you labelling individual shelves or bin locations? Then you'll want aisle and bay markers to help pickers navigate quickly across the warehouse."

### **2. Rack Labels + Ticket/Label Holders**

"Make labels last longer and easier to update."

#### **Why it works:**

Ticket holders and label holders act as reusable sleeves that protect printed labels from wear, dirt, or damage. Especially useful in areas with frequent label changes or where barcodes must remain scannable over time.

#### **Cross-sell pitch:**

"If your customer changes stock locations regularly or wants to extend label life, a protective label holder can save them time and reprinting costs."



### 3. Rack Labels + Weight Load Signs

“Identification + safety = compliance and clarity.”

#### **Why it works:**

Rack labels help you find the right location. Weight load signs help you store items safely. Both are critical for proper warehouse management and are often needed as part of a Health & Safety or SEMA audit.

#### **Cross-sell tip:**

While you're quoting rack labels, ask if they've got weight load signs installed - they're essential for compliance and prevent overloading accidents.

### 4. Floor Signs + Impact Protection

“Visual guidance plus physical safety.”

#### **Why it works:**

Floor signs guide behaviour - think pedestrian walkways, forklift routes, or ‘Keep Clear’ zones. Impact protection (like rack guards, pedestrian barriers, or corner protectors) adds a physical layer of defence, absorbing damage and preventing costly repairs.

#### **Cross-sell pitch:**

“Floor signs show where people and vehicles should go - but impact protection helps if someone doesn’t follow the sign.”

**Bonus tip:** Position as part of a “warehouse traffic safety” solution - ideal for logistics centres and high-traffic areas.

### 5. racksack<sup>®</sup> + Modulean<sup>®</sup> Shadow Boards

“Turn empty racking ends into high-impact housekeeping zones.”

#### **Why it works:**

racksack<sup>®</sup> keeps waste sorted and off the floor, while Modulean<sup>®</sup> shadow boards hold cleaning tools, first aid stations, or information boards. Together, they transform unused racking ends into compliance-friendly waste and equipment stations.

#### **Cross-sell tip:**

If your customer is looking to improve workplace tidiness or meet 5S/lean standards, this combo makes it easy to build a structured, accessible system.



## Why These Cross-Sells Work

These cross-sells aren't random - they work because they're:

- **Functionally linked** (they solve related operational problems)
- **Visually aligned** (they create a cohesive look across a site)
- **Logically sequenced** (they're often needed together in the same areas)
- **Incremental in value** (customers can build up gradually from essentials to enhancements)

By suggesting a whole solution rather than one-offs, you:

- Increase basket size
- Make your customer's job easier
- Position yourself as a helpful partner, not just a product supplier

## How to Start Selling in Solutions

You don't need to build big solutions from scratch. Try these simple steps:

1. **Ask what the product is being used for.**  
A customer buying rack labels likely has broader racking needs. Ask what their setup looks like.
2. **Offer a 'while you're at it' option.**  
"If you're labelling locations, do you also need weight load signs?" It's that simple.
3. **Use visuals to help tell the story.**  
Images of product pairings in action help customers visualise their value. Beaverswood<sup>®</sup> can supply ready-made visuals for your sales team.

## Final Thought: Add Value, Not Just Products

Cross-selling and upselling in the industrial space isn't about pushing more boxes - it's about providing complete solutions that make your customers' jobs easier, their sites safer, and their operations more efficient.



By learning which products naturally go together and how to position them in context, you'll unlock bigger orders, longer-term relationships, and a reputation as a proactive, knowledgeable supplier.