

## **What kinds of customers typically purchase from this category?**

Typical customers in this category are organisations that need to manage large volumes of stock, equipment, or people within structured environments.

Purchasers are often:

- Industrial and Warehouse Operations – warehouse managers, logistics coordinators, supply chain teams responsible for racking, labelling, and safe storage/handling.
- Facilities Management – facilities managers and health & safety officers overseeing workplace signage, safety compliance, and workflow organisation.
- Manufacturing Sites – production supervisors and operations teams requiring clear process signage, storage systems, and handling solutions on the shop floor.
- Distribution & Logistics Centres – teams ensuring fast, accurate picking, labelling, and order fulfilment.

These customers prioritise efficiency, safety, and compliance – making Durable’s signage, safety marking, storage, and handling solutions particularly relevant.

## **Is there opportunity for repeat business or additional sales?**

Yes, there is strong potential for repeat business and additional sales in this space:

- Warehouses and industrial facilities frequently reorganise layouts or expand, creating a need for additional labelling, shelving, and signage. This naturally generates repeat orders as operations evolve.
- Dealers who offer site visits, audits, or workflow optimisation advice can identify gaps and recommend products that improve safety, efficiency, and compliance, leading to further sales and stronger customer relationships.

Focusing on these two areas positions dealers to capture ongoing business while adding real value to their customers’ operations.