



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

When people think of industrial supplies, their minds often jump straight to pallet racking, forklifts, and vast warehouse spaces. And while warehouses are a key customer type, the real opportunity for office product dealers lies in understanding just how broad this market really is.

You might be surprised to find that many of your existing customers already need (and regularly buy) products like labelling, signage, recycling sacks, impact protection, and visual display systems - they're just not getting them from you... yet.

Let's take a closer look at the types of organisations actively purchasing in this category - and how you can start identifying these opportunities.

### **1. 3PL and Logistics Providers**

Third-party logistics companies are booming, fuelled by e-commerce growth and supply chain outsourcing. These operations run large distribution centres that rely on:

- Warehouse location labels
- Floor signs and aisle markers
- Weight load notices
- Waste segregation systems like racksack<sup>®</sup>
- Racking protection like Rack Armour<sup>®</sup>

**What to look for:** If you supply a business that ships goods on behalf of others or mentions “fulfilment,” “pick/pack,” or “DCs,” they're a strong industrial lead.

### **2. Manufacturers**

From small workshops to global production lines, manufacturers need a safe and organised working environment. Depending on the sector, you'll find demand for:

- Visual management tools for lean/5S
- Instructional signage
- Parts bin labelling
- Safety barriers and impact protection



Key verticals include:

- Automotive
- Food & beverage
- Electronics and electrical
- Pharmaceutical and medical manufacturing

**What to look for:** Customers mentioning ISO audits, process control, or production areas likely need visual communication products.

### 3. Retail & E-commerce Distribution Centres

Every major retailer operates DCs (distribution centres) to support in-store and online sales. These environments are high-volume and high-pressure, requiring constant upkeep and visual control.

Popular products include:

- Location labels and signage
- racksack<sup>®</sup> systems for waste
- Picking and despatch zone identification
- Walkway and forklift traffic markings

**What to look for:** If you supply back-office stationery to a major retailer, ask about their warehousing or logistics arm - it's often a separate team with separate needs.

### 4. Local Authorities, Councils & NHS Trusts

Public sector environments often feature storage areas, workshops, and back-of-house facilities that cater to the needs of industrial sites. Examples include:

- NHS hospital estates and maintenance teams
- Council recycling centres and waste depots
- Street works or highways storage sites
- Emergency services equipment storage

**What to look for:** If you supply offices or schools in the public sector, ask about their estates, facilities, or store teams.



## 5. Education and Facilities Management Providers

Universities, schools, and FM providers need clear labelling and signage for:

- Maintenance areas
- Cleaning stores
- Security or caretaking hubs
- Plant rooms and boiler houses
- Waste collection points

These spaces benefit from the same products used in warehouses, just in smaller volumes.

**What to look for:** If your customer is a facilities provider or a large campus site, they likely manage both office and operational environments.

## 6. Corporate Offices and HQ Sites

Even traditional offices can be a route into industrial products when they include:

- Post rooms or internal logistics
- On-site storage or stock rooms
- Archiving areas
- Internal maintenance or engineering teams
- ESG or recycling initiatives

**What to look for:** If they're buying stationery and janitorial supplies, it's worth asking, "Do you have any on-site storage or maintenance facilities we could support too?"

## Why This Matters to Dealers

Many of these organisations already purchase their office supplies from you, but source industrial consumables from elsewhere, often due to habit.

This presents a powerful opportunity to:

- Increase average order value
- Strengthen your supplier relationship
- Create stickier customer accounts across multiple departments



- Win cross-site business by solving pain points in overlooked areas

By simply asking the right questions and offering a handful of relevant industrial products, you can become a far more valuable supplier to your customers.

## **How to Identify Industrial Buyers in Your Customer List**

Here are a few quick ways to spot potential:

### **Look for job titles like:**

- Operations Manager
- Warehouse Supervisor
- Health & Safety Coordinator
- Facilities Manager
- Estates Team Lead

### **Look for signs they manage physical space:**

- Do they mention “back-of-house,” “maintenance,” “fulfilment,” or “logistics”?
- Do they request cleaning or janitorial supplies?
- Are they involved in any ESG, recycling, or workplace safety initiatives?

## **Ready to Diversify?**

Beaverswood® supports dealers with training, category guides, and overbranded sales materials to help you introduce industrial products with confidence. You don’t need to be an expert - just willing to ask the right questions and start the conversation.