



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

When dealers consider diversifying into industrial supplies, the first question is often, “Where do I start?”

But the next question should be: “Where can this go?”

Unlike many office products that are replaced only when they run out, industrial consumables like labels, signage, floor marking, and safety equipment are directly tied to operational change. Warehouses grow, layouts shift, audits happen, and equipment gets damaged - all of which create ongoing demand.

That’s why the industrial category isn’t just a foot in the door - it’s a gateway to long-term, repeatable revenue.

Here’s how.

### **1. Labels Wear Out. Operations Change. Replacements Are Inevitable.**

Warehouse racking labels, floor signs, document holders - they all have a **lifespan**.

- Labels fade or peel with time and use
- Barcode systems evolve
- Pick faces and storage zones get reconfigured
- Signage needs to be updated for audits

This means your customers don’t just need to buy once - they need to maintain.

#### **What this means for you:**

- Repeat sales every 6–18 months, depending on usage
- An easy excuse to check in and ask, “Do you need any replacements or updates?”
- Higher average order values over time from repeat customers

**Pro tip:** Offer annual reviews or maintenance checks on labelling systems - even if it’s just a quick call. It shows you’re proactive and helps you stay top-of-mind.

### **2. Warehouses Rarely Stand Still - They Grow, Move, and Reconfigure**



Whether it's a business expanding into a new unit, consolidating stock, or adapting to seasonal peaks, warehouse layouts are constantly in flux.

And every change requires:

- New location labels
- Updated signage
- Adjusted weight load notices
- Fresh floor markings
- Additional impact protection for new forklift routes

**What this means for you:**

- You can sell into the same site multiple times as it evolves
- Customers value suppliers who can react quickly to changes
- Offering flexible, easy-to-install products gives you a competitive edge

**Pro tip:** When a customer places a large order, check in 6 months later - they may have already reconfigured part of their warehouse and need more.

### **3. Audits, Accidents, and Safety Reviews Drive Urgent Demand**

Health and safety audits, internal process reviews, or near-miss incidents often trigger urgent action and prompt rapid purchasing.

Common post-audit requests include:

- Replacing or adding weight load signs
- Installing visual SOP displays (e.g. Modulean<sup>®</sup> boards)
- Improving traffic flow with floor signs and floor tape
- Adding or upgrading impact protection
- Labelling zones more clearly to meet compliance targets

**What this means for you:**

- These are high-priority, rapid-turnaround sales
- Customers often spend more in a short time frame to “get it sorted”



- Dealers who understand the compliance use case become trusted advisors, not just product providers

#### **4. Site-by-Site Rollouts Create Ongoing Pipeline**

Many larger businesses don't implement changes across all sites at once. They start small, test a solution in one warehouse, and if it works, roll it out nationally.

We see this regularly with:

- racksack<sup>®</sup>
- Modulean<sup>®</sup> shadow boards
- Rack Armour<sup>®</sup>

#### **What this means for you:**

- The first order may be modest, but the follow-ups can be substantial
- You position yourself as the default supplier for every future site
- The better you support the initial install, the greater the long-term win

**Pro tip:** Ask during quoting, "Is this for one site or part of a wider rollout?" - it shows foresight and may open the door to a larger conversation.

#### **5. Add-on Services Create Upsell Potential**

As you build confidence in the category, there's also an opportunity to offer value-added services such as:

- Site surveys
- Installation support
- Custom labelling
- Overbranded weight load signs

#### **What this means for you:**

- Adds margin-rich services to product sales
- Deepens the relationship with the customer
- Makes you harder to replace as a supplier



**Pro tip:** Even if you don't install or survey in-house, you can partner with Beaverswood<sup>®</sup> or others to deliver this service.

### **Final Thought: Think Beyond the First Sale**

Industrial supplies might start with a handful of labels or a few floor signs. But if positioned correctly, they can evolve into:

- Regular repeat orders
- High-value reconfigurations
- Multi-site standardisation projects
- Audit-driven upgrades
- Add-on service revenue

By staying close to your customers, asking the right questions, and showing them the long-term value of what you offer, you'll turn one-time transactions into ongoing partnerships - and unlock a profitable, sustainable revenue stream.