



What core products should dealers focus on in this space (e.g. racking, handling, signage, storage)?

The industrial sector offers huge growth potential for office product dealers looking to diversify. Warehouses, manufacturing sites, and logistics hubs all require a wide range of consumables to keep their operations safe, organised, and efficient - and many of these are simple, high-volume products that don't require deep technical expertise to sell.

If you're considering branching into the industrial space, the key is to start with high-utility, low-barrier products. These are everyday essentials that solve clear operational problems, are easy to explain to customers, and don't require complex installation or specification work. Below are four product categories we recommend as your first step.

1. Floor Marking Products

Includes: Floor signs, markers, and adhesive tapes

Industrial environments rely on clear floor markings to guide movement, improve safety, and keep workflows efficient. Whether it's walkways, forklift lanes, keep-clear zones, or hazard warnings, floor marking is critical to visual safety and compliance.

Why it's a great starting point:

- High demand across warehouses, factories, and distribution centres
- Easy to stock and explain - "marking the floor" is instantly understood
- Cross-sells easily with impact protection and warehouse ID
- Frequently reordered due to wear and changes in layout

Tip: Keep a small starter range of common designs to begin with - things like arrows, 'Keep Clear' signs, and yellow/black hazard tape.

2. Document Display Solutions

Includes: Magnetic document holders, self-adhesive frames, ticket holders

Even in highly automated environments, paperwork is still essential. Document display products help warehouse and production teams visually communicate job instructions, order pick lists, audits, and safety procedures right at the point of use.

Why it's a great starting point:



- Familiar category for office dealers - like display pockets, but industrial-strength
- Suits a wide range of sectors: manufacturing, logistics, facilities management
- Enables businesses to meet lean, 5S, and ISO requirements
- Can be branded and customised - a value-add opportunity for resellers

Tip: Offer a mix of formats (A4/A5, portrait/landscape) and backing types (magnetic, self-adhesive) to suit different surfaces.

3. Recycling Sacks - racksack[®]

Includes: Hanging waste sacks for warehouse racking

The racksack[®] system is a simple but powerful addition to any industrial space. These hard-wearing sacks hang from racking, creating visible and accessible points for sorting waste. They encourage better segregation of recyclables and help keep warehouse floors clear of rubbish, improving both safety and sustainability.

Why it's a great starting point:

- Unique and highly visual - grabs attention in any industrial setting
- Quick and easy sell with clear benefits: H&S, housekeeping, environmental compliance
- Compatible with ESG and recycling initiatives
- Often rolled out across multiple sites once proven effective

Tip: Start with bestsellers like 'Mixed Recycling' and 'Plastic Only'. The bright icons and slogans make them self-explanatory for end users. Then start cross-selling the wider racksack[®] family – there are variations for workstations, roll cages, trolleys, and even forklift trucks.

4. Racking Impact Protection - Rack Armour[®]

Includes: Snap-on guards for racking uprights

Rack Armour[®] is a heavy-duty, clip-on guard designed to protect racking legs from forklift collisions - one of the most common causes of warehouse damage and operational downtime. These highly visible protectors absorb impact, reducing the need for costly repairs or replacements.



Why it's a great starting point:

- Clear return-on-investment - prevents expensive racking damage
- Installs in seconds - no fixings or tools required
- Strong visual appeal - instantly signals a safety-conscious environment
- Trusted by major retailers, logistics providers, and manufacturers

Tip: Dealers don't need to get technical - just ask customers, "Do you use pallet racking?" and "Do you get forklift damage?"

Why These Products?

All of the above offer a practical entry point for diversification. They're:

- **Universal** - used across sectors from e-commerce and logistics to education and the public sector
- **Consumable or semi-consumable** - meaning there's an opportunity for repeat sales
- **Easy to demo and explain** - even without prior industrial experience
- **Supportive of wider H&S and operational goals** - making them valuable in procurement conversations

And crucially, they often fly under the radar of larger industrial suppliers, giving you an edge with existing customers who already trust you for office and facilities essentials.

Getting Started

If you're interested in stocking these or want help identifying opportunities with your existing customer base, Beaverswood[®] offers:

- **Product training and category cheat sheets**
- **Overbranded marketing materials** with your logo
- **Guided best-selling, starter ranges** to minimise risk and maximise opportunity
- **Sales support and quoting assistance** on larger enquiries

Let us help you build a bridge between your traditional offering and the growing industrial supplies market.