



What's your guidance for dealers approaching the industrial market for the first time?

Diversifying into industrial supplies might feel like a big leap, especially if you're used to selling pens, paper, and printer toner. But here's the good news: you don't need to become a technical expert or stock a warehouse full of heavy-duty kit to break into the industrial market.

In fact, many office product dealers already have untapped opportunities right in front of them - they just need the right starting point and a little support.

If you're approaching the industrial space for the first time, here's our guidance on how to make the transition smooth, smart, and successful.

1. Start Small. Go Niche.

There's no need to dive head-first into pallet racking or machinery spares. Instead, focus on low-risk, high-value consumables that industrial environments rely on daily, especially in areas such as visual management, safety, and identification.

Ideal entry-point categories include:

- Warehouse labelling and signage
- Floor marking tapes and signs
- Document display holders
- Racking safety products
- Waste management products like racksack[®]

These products are:

- Easy to understand and explain
- Often overlooked by traditional industrial suppliers
- Used across a wide range of sectors and business sizes
- Frequently reordered - providing repeat business potential

By starting with a focused range, you can test the market, build confidence, and add value without overextending.



2. Leverage Your Existing Relationships

One of the easiest (and most overlooked) ways to grow into industrial supplies is by looking at your current customer base through a new lens.

Many of the organisations you're already supplying with office products also manage:

- Warehouses
- Workshops
- On-site stores or maintenance areas
- Production or packing teams
- Facilities and estates departments

They may already purchase industrial consumables from a different supplier. That's your chance to step in.

What to do:

- Ask simple discovery questions:
“Do you have any back-of-house areas we could help you label or organise?”
“Who looks after your warehouse or maintenance areas?”
- Cross-sell into other departments (not just procurement)
- Offer quick-win items like floor signs or document holders to open the conversation

You don't need to find new customers - you just need to find new pockets of opportunity *within* existing ones.

3. Understand the End Use, Not Just the Product

In the office world, a product's features often drive the sale. In the industrial world, the use case is what matters most.

When introducing new products to customers, focus on the problem it solves, rather than just describing its features.

For example:

- “These labels reduce picking errors in warehouses”
- “racksack[®] helps you meet H&S requirements by keeping floors clear and also supports recycling initiatives”



- “These magnetic document frames make SOPs visible at the point of use, perfect for 5S or ISO audits”
- “Rack Armour[®] protects your racking from forklift collisions - no tools needed”

By understanding why the product matters on the shop floor, you’ll be able to have more meaningful sales conversations - even if you’re new to the category.

4. Don’t Worry About Being Technical

You don’t need to know the ins and outs of SEMA racking standards or forklift speeds to sell into this space. Many of the best-selling industrial products are chosen for their simplicity, durability, and clarity, rather than their technical complexity.

At Beaverswood[®], we support resellers with:

- **Product training and onboarding sessions**
- **Category cheat sheets** to help with cross-sell and upsell
- **Customer-facing brochures and flyers** to support your sales
- **Overbranded collateral** with your logo and contact details
- **Quoting help** for larger or bespoke enquiries

We’re here to help you feel confident selling these products - even if you’ve never stepped foot in a warehouse before.

Final Thought: It’s Just a Different Environment

At its core, selling industrial supplies isn’t all that different from what you already do - you’re just helping a different part of the business stay organised, safe, and compliant.

Start with the products you feel most comfortable with. Use your existing customer base. Ask questions about their operational challenges. And lean on manufacturers like us to fill in the gaps.

With the right first step, this can be a high-value, long-term growth area for your business - and a great way to offer more to the customers you already serve.