

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

For dealers approaching the industrial and warehouse market for the first time, it's important to focus on compliance, safety and employee welfare. Key guidance:

- **Understand regulations:** Industrial and warehouse environments are heavily regulated. Dealers should be familiar with health and safety standards, fire safety codes and industry-specific regulations. Products that help customers stay compliant like clearly visible signage, floor markings, suitable waste management following the recent waste legislation from the government and labelling systems are highly valued.
- **Prioritise employee welfare:** Solutions that improve workflow, reduce errors and enhance safety are key selling points. For example, clear labelling reduces mispicks, ergonomic storage systems reduce strain and visible signage supports safe movement in busy warehouse spaces.
- **Highlight practical benefits:** Show how your products save time, reduce accidents and support regulatory compliance. Industrial buyers respond well to practical, measurable improvements in efficiency and safety.
- **Position yourself as a trusted partner:** First-time industrial buyers often prefer dealers who understand their operational challenges and can recommend solutions tailored to their needs rather than just selling products.

What are the main safety or compliance considerations to keep in mind?

When selling into the industrial and warehouse space, dealers should keep the following safety and compliance considerations in mind:

1. Health & Safety Regulations

- Ensure products support workplace safety standards e.g. fire exits, hazard identification, floor markings
- Signage and labelling must meet visibility and durability requirements to prevent accidents and comply with regulations.

2. Employee Welfare

- Solutions should reduce strain, errors and risks. For example, ergonomic storage systems and clear labelling improve efficiency and safety.

- Properly placed signage helps employees navigate safely and avoid hazards.

3. Industry-Specific Standards

- Some sectors (warehousing, manufacturing, food, healthcare) have specific labelling, signage and storage regulations. Dealers should be aware of relevant codes and certifications, standards could dictate pallet labelling, hazardous materials handling, machine safety signage, chemical labelling, food grade storage containers and hygiene related signage to protect consumer safety.

4. Waste Management Legislation

All workplaces in England must separate their waste before it's collected, including any waste produced by employees, customers and visitors. You must now always separate dry recyclable materials (plastic, metal, glass, paper and card), food waste and non-recyclable waste (also called residual waste).

5. Compliance Documentation

- Offer products that support audit readiness, such as clearly marked storage, safety signage and traceable labelling systems.

6. Durable & Reliable Materials

- Use products that withstand warehouse conditions heat, dust, moisture so water resistant pockets, enclosed signs and document boxes or racks remain effective and compliant over time.