



What types of businesses offer the biggest opportunity in this category?

One of the most common questions we hear from office product dealers looking to diversify is:

“Who actually buys industrial supplies - and how do I find them?”

The good news? You don't need to start from scratch.

Many of the biggest opportunities already exist within your current customer base - you just need to know what to look for.

In this guide, we'll walk you through five of the most promising business types for industrial products like labelling, signage, recycling sacks, visual displays, and impact protection. We'll also explain why they buy, what problems they're solving, and how you can become their go-to supplier.

1. Warehouses & Distribution Centres

Your #1 industrial buyer - and a perfect match for visual management products.

From e-commerce fulfilment centres to third-party logistics (3PL) hubs, warehouse environments are high-volume consumers of industrial supplies. They require clear labelling, traffic guidance, damage prevention, and operational efficiency - all of which can be supported through simple, visual products.

What they need:

- Location labels, aisle markers, and bay signs
- Weight load notices
- Floor signs and hazard tape
- Racking protection (e.g. Rack Armour®)
- Waste collection (e.g. Racksack®)
- Document display for SOPs, order slips, and site info

Why it's a great opportunity:

Warehouses are under pressure to increase throughput and reduce downtime. Products that improve flow, minimise accidents, or boost pick accuracy are seen as essential investments, not luxuries.



Tip for dealers:

If you're already supplying office or janitorial products to a logistics site, ask who manages the warehouse. You might find a new buyer right down the hall.

2. SME Manufacturers & Local Logistics Firms

Often overlooked - but highly loyal once they trust you.

While larger industrial suppliers tend to chase big accounts, smaller manufacturers and regional logistics companies are often left underserved. They value personal relationships, fast support, and simplicity - all things most office dealers already excel at.

What they need:

- Lean visual tools like Modulean® shadow boards
- Bin and shelf labelling for WIP and raw materials
- Safety signage and floor markings
- Internal document display systems
- Light impact protection for key assets

Why it's a great opportunity:

These businesses typically don't have large procurement departments - they just need suppliers who can offer good advice, quick quotes, and practical products. Once they trust you, they'll likely return again and again.

Tip for dealers:

Look through your customer list for local manufacturers. Ask if they have a workshop, store area, or small warehouse you could help them label and organise.

3. Multi-Site Businesses

Win once, and the opportunity can multiply.

One of the biggest wins in the industrial space comes when a customer rolls out a solution across multiple locations. Whether it's five regional depots or a national distribution network, visual management tools are often standardised site-wide once proven effective.

What they need:

- Standardised racking labels and signage



- Colour-coded systems by zone or site
- Uniform impact protection and safety visuals

Why it's a great opportunity:

A small initial order can turn into a multi-site rollout worth thousands, and you become the natural partner for future expansions or refurbishments.

Tip for dealers:

If a customer mentions other locations or asks for consistency across sites, it's a strong indicator that rollout potential exists.

4. Public Sector & Education Sites

Don't overlook these - they often have "hidden" industrial spaces.

While schools, universities, NHS trusts, and councils may not look like typical industrial buyers, many operate light industrial environments such as:

- Maintenance workshops
- Engineering and estates departments
- Cleaning and janitorial hubs
- Internal stores and archiving rooms
- Recycling and waste areas

What they need:

- Clear labelling for tools, parts, and chemicals
- Visual SOPs for cleaning and safety
- Document display boards for risk assessments
- Waste segregation systems
- Floor markings for walkways and restricted areas

Why it's a great opportunity:

Public sector buyers often have a compliance-first mindset. If your products support H&S, ISO, or environmental goals, they'll be seen as valuable.

Tip for dealers:

If you're supplying office supplies or janitorial products to a public body, ask to speak to the estates or FM team - they're often responsible for these back-of-house areas.



5. Facilities Management (FM) Companies

They manage industrial environments, even if they don't own them.

FM companies maintain and operate facilities on behalf of clients - often across diverse sectors like warehousing, healthcare, education, and manufacturing. Their teams need reliable, easy-to-deploy products that help them keep sites safe, clean, and compliant.

What they need:

- Replaceable signage and labels for changing tenants or layouts
- Waste management systems (racksack®)
- Quick-install impact protection
- Visual communication boards for client compliance
- Cleaning stations and shadow boards

Why it's a great opportunity:

FM companies love standardised, scalable solutions - especially if they can roll them out across multiple sites or clients. And they often buy in bulk.

Tip for dealers:

Ask if any of your customers manage buildings or industrial estates. Even if they don't do warehousing themselves, they might be responsible for others who do.

Final Thought: Focus on the Environment, Not Just the Industry

The biggest opportunities in industrial supplies don't always come from traditional "industrial" businesses.

Instead, they come from any organisation that manages a space where people move, store, handle, or process materials - from busy DCs to quiet college workshops.

By shifting your focus from "what sector are they in?" to "do they have an operational space we can support?" you'll uncover far more potential than you think.

Need help identifying which of your customers fit the bill?

We're happy to review customer types with you, provide tailored product recommendations, and supply overbranded marketing materials to help you approach these new sectors with confidence. Just get in touch with the Beaverswood® team.