

We invited **Beaverswood** to share their perspective on the **Industrial & Warehouse** category.

As part of this Knowledge Hub feature, we posed a series of questions to Beaverswood who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [Beaverswood](#)

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## Training & Resources

Diving into a new product category can be daunting, especially when it involves environments you may not have worked with before, such as warehouses, manufacturing floors, or logistics hubs. But here's the good news: you don't have to go it alone.

At Beaverswood®, we believe that if we make it easier for our resellers to sell industrial products with confidence, everyone wins. That's why we've built a Reseller Toolkit with support resources to help you succeed - whether you're adding a few new SKUs or launching a full industrial range. Here's what's available to help you and your team build knowledge, answer customer questions, and grow your confidence in this category.

### Reseller Toolkit: Everything You Need in One Place

Our Reseller Toolkit is your one-stop hub for sales and marketing materials tailored specifically for industrial supplies. It's designed to save you time, simplify quoting, and help you position our products with ease - even if you're new to them. Inside, you'll find:

- **PDF brochures and flyers** – Product overviews you can send straight to customers
- **Product datasheets** – Technical specs and sizing info at a glance
- **Explainer images and visuals** – See how and where products are used in real-life environments
- **Short videos** – Demonstrate installation or key benefits in under 60 seconds

Everything is designed with a non-specialist in mind - clear, visual, and practical.

### Overbranded Materials: Your Brand, Our Products

Want to promote industrial supplies to your customers, but don't have the time to build marketing materials from scratch? We offer fully overbranded collateral, meaning:

- Flyers with your logo and contact details
- Product guides that look like they came from *your* team
- Social posts or website banners to help you launch the range

Just contact our marketing team at [marketing@beaverswood.co.uk](mailto:marketing@beaverswood.co.uk) to get started.

## Product Support & Quoting Help

Not sure which label type or size a customer needs? Wondering what floor sign works best? Need help building a kit for a warehouse fit-out?

We provide:

- **Guidance on product selection** - so you can recommend with confidence
- **Quick quoting support** - just send us your customer's needs or site layout and we'll help build a recommendation
- **Sample packs** - so you and your customer can see, feel, and test products before buying

We're not just here to ship boxes - we're here to help you sell smarter.

## Dealer Training & Q&A Sessions

For dealer teams new to this space, we offer introductory product training to get you up to speed quickly. These sessions can cover:

- What the core product categories do and where they're used
- How to position them with customers
- How to spot opportunities in your existing customer base
- Open Q&A so your team can ask anything

Training can be delivered:

- Via Zoom or Teams
- Or through in-person sessions for larger partners

It's a great way to get your sales team confident in starting conversations with warehouse, FM, or manufacturing customers.

## Get Started With Confidence

You don't need to be an industrial expert to start selling into the sector. You just need:

- The right product mix
- A basic understanding of how and why the products are used
- Support materials to help open the door and answer questions
- And a manufacturer partner who's got your back

At Beaverswood®, we're committed to making the industrial category accessible, profitable, and low-stress for our reseller network.