

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

Dealers in this space should prioritise signage and labelling as the core product focus with Durable, as these are most often required for organisation, identification, and workflow efficiency. Alongside this, complementary ranges such as storage, organisation, and handling tools strengthen the overall offer and help create a complete solution for customers.

Core focus for Durable products:

- Warehouse Signage & Labelling – ticket sleeves, document holders, aisle signs, magnetic labels, floor marking shapes, pallet foot sleeves, water-resistant pockets
- Occupational Safety – floor marking tapes, protection profiles, safety signage, information frames, anti-slip tapes
- Storage & Organisation – drawer boxes, sorting racks, suspension files, waste management systems (metal & plastic), bin trolleys, display panel systems, literature holders
- Handling & Accessories – document trays, wall-mounted racks, tablet holders
- Name Badges & ID Cards – arm band name badges, badge reels, ID card holders

What are some useful cross-sell or upsell opportunities in this space?

Some useful cross-sell or upsell opportunities in this space come from looking at the customer's full operational needs rather than just individual products:

- Cross-sell complementary products: For example, pair aisle signs with magnetic label holders or sorting racks with wall-mounted document or literature holders.
- Upsell higher-quality or complete solutions: Offer premium, durable, or compliance-focused labels, signage kits or modular storage systems.
- Bundle workflow improvements: Combine labelling, storage and signage into a single package to improve efficiency, safety and compliance.
- Bundle waste management: Offer waste bin, durframe information sign, bin trolley, waste bag and lid for a compliant solution for the recent waste legislation from the government.
- Identify gaps through site visits: Visiting the warehouse or workspace lets dealers spot missing solutions like additional safety signage, better labelling systems or ergonomic storage and offer products to fill those gaps.

This approach positions the dealer as a trusted partner, enabling them to sell more while genuinely improving the customer's operations.