

Performance-Driven Product Offering Allows Customer to Improve Brand Perception

The Challenge

Customer had seen market share erosion from low cost and off shore suppliers. Their well known brand had lost its distinction and they were losing market share because of this.

Desired Outcomes

- Identify product enhancements that would improve end-use performance.
- Improve inventory and supply chain management.
- Establish credible testing methods and obtain third-party endorsements to increase credibility.
- Create solution designed to meet State and National building codes.

Strategies & Solutions

- Analyze composition and performance of incumbent material along with several other comparative materials to establish baseline product performance KPIs.
- Review purchasing history with customer to identify opportunities to reduce inventory and consolidate raw materials.
- Utilized cost savings from improved inventory management in order to offset product performance enhancements with minimal impact to product cost.
- Joint product listing with UL to increase the brand's strength and reputation and reduce the barriers for specification.

Results

By analyzing the industry's offering we were able to provide an improved product with performance distinctions unique to this customer that allowed them Brand distinction in the marketplace. Additionally the Herculite Partner Managed Inventory System allowed them to streamline and optimize their inventory investment, leading to significant operational savings.

\$1,800,000 Five Year Cost Savings
\$3,900,000 Five Year Operational Savings

