

# Adopting the Customer-Ready™ Durables Portfolio to your product line



Cost-effective short runs and quick lead times define success for converters in the durables market. When nearly every OEM's specifications are unique, and high-mix, low-volume requests are the norm, converters need flexible solutions to their end-users' challenges.

Despite the high-margin profit opportunities, some converters shy away from durables because of previous experiences with the UL® approval process. They see it as an expensive, time-consuming process of investing in the resources to print sample labels, then spending at least \$2,000 and waiting at least 12 weeks to receive test results. Then, if the label fails UL testing, it's back to the drawing board — reprinting, retesting, repaying and waiting longer, without any guarantee of approval.

End-user customers won't wait that long for UL-approved label solutions, especially when competitors have certified labels in stock. Rather than forfeiting opportunities in durables, converters can simply adopt a preapproved label system. The Avery Dennison Customer-Ready™ Durables Portfolio gives converters the ability to quickly and cost-effectively supply UL-approved labels for durables applications, unleashing a market of new business opportunities.

## Time and cost savings

By adopting a UL file of preapproved label systems rather than starting from scratch, converters significantly reduce the time, expense, resources and risk required for UL approval. File adoption lowers the testing price as much as 75 percent, shortens the wait to as little as two weeks and guarantees certification of labels constructed with preapproved systems.

The Customer-Ready Durables Portfolio contains six high-performance substrates, ranging from low-cost materials to high-end options, covering nearly 80 percent of end-user applications. The substrates are preapproved by UL, not only as raw materials but also in combination with printing systems of common inks, thermal transfer ribbons, overlaminates and adhesives.

File adoption enables cost and time savings, which boosts the bottom line and allows converters to bid on durables business that previously seemed too resource-intensive to pursue.

## Simplified options

The Customer-Ready Durables Portfolio acclimates converters to UL by simplifying the process of material selection. While an entire catalog spanning thousands of UL-approved SKUs might be daunting for converters to manage, Avery Dennison's refined portfolio condenses the options for ease of use.

When paired with Avery Dennison's best-in-class service, the Customer-Ready Durables Portfolio is more than a set of products — it's a learning tool that helps converters understand UL labeling specifications to better serve end-user customers.

## Empowered sales process

In a sense, the Customer-Ready Durables Portfolio is a self-contained guidebook to selling UL labels. By laying out the most fundamental, broad-use approved materials, the portfolio helps sales reps home in on the best options for certain label applications, based on specifications such as temperature ranges, required substrates and chemical exposure. Instead of getting lost in a catalog full of durables SKUs, the portfolio's core group of products provides a focus to start the sales conversation.

Along with quotes, end-users often request label samples, which are much easier to provide when you're only dealing with a handful of materials options. Without a simplified portfolio, salespeople are forced to carry trunkloads of sample labels to every meeting. Avery Dennison representatives are even available to make customer calls together with converters to offer additional coaching throughout the sales process.

By adopting a UL file of preapproved label systems rather than starting from scratch, converters significantly reduce the time, expense, resources and risk required for UL approval.

## Streamlined inventory management

Because the materials in the Customer-Ready Durables Portfolio cover nearly 80 percent of all applications in the durables market, converters can significantly consolidate their inventories. Rather than building up expansive collections of SKUs that only work for certain projects, the streamlined portfolio offers fewer options with a wider range of end uses.

With such a condensed portfolio, Avery Dennison is able to stock and quickly ship any product, helping converters reduce their lead times while streamlining inventory management.

Additionally, all of the materials in the Customer-Ready Durables Portfolio are available through the EXACT™ Service Program, meaning converters can buy low minimum order quantities instead of purchasing full master rolls. EXACT eliminates excess inventory by allowing converters to order only as much as they need, allowing for precise estimating and lowering the total applied cost by reducing scrap.

## Building a durable business

The benefits of the Customer-Ready Durables Portfolio help simplify the process of UL approval, empower the sales process and streamline inventory management — saving time and money — so converters can realize high-margin profits in the durables market. The portfolio introduces savings that contribute to the bottom line, while opening avenues to additional revenue through bidding on new business.

As more than just a material supplier, Avery Dennison acts as a supply chain partner, working closely with converters to deliver best-fit label solutions every step of the way. By providing training and coaching for converters — even making sales calls to end-users together — Avery Dennison arms converters with the products and the knowledge they need to succeed in the durables market. >

