



Visual Marking Systems, Inc.

THE ENGINEER'S BRIEF

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LARGE OEM WANTS LOW VOLUME REQUIREMENTS AT THE LARGE VOLUME PRICE

The Problem

A Midwest manufacturer of transmission shifters and cable assemblies was facing a difficult situation. The company provided a wide array of products to large truck and boat manufacturers. While many of the models they produced for their customers were ordered in large quantities, there were several other models that had very low volume requirements. Because of the small quantities, the parts needed for these products were often more expensive to acquire. In fact, one particular part, the position strips needed for the shift assemblies was costing the company a lot of money. These more expensive parts meant additional cost was added to the finished product, resulting in increased prices for their customers. Forced to pay the higher prices, many customers began taking their business elsewhere and the company was beginning to lose revenue. Company officials soon realized that they must find a solution to this problem, or risk losing more business in the future.

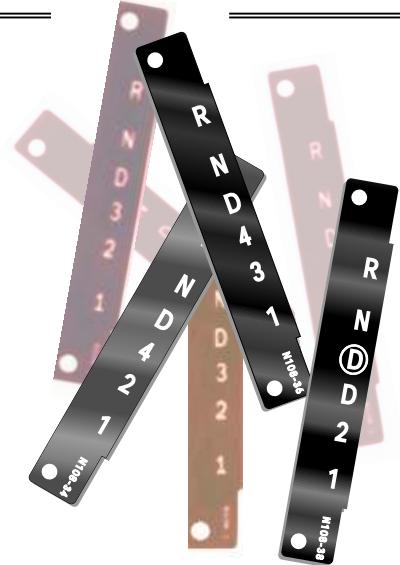
The Solution

Upon learning of this challenge, Visual Marking Systems, a provider of product identification solutions, offered a valuable idea to resolve their problem. First, VMS representatives met with company decision makers and reviewed their ordering history for their low volume parts. This gave them a good idea of the quantities, dates, and prices that had been purchased in the past. VMS then determined that an ideal solution would be to purchase their position strips for the low volume requirements in combination, or combo runs. This meant that instead of having to purchase small quantities at several times a year, they could order multiple low volume requirements at the same time, allowing them to take advantage of the price breaks for higher order quantities. This solution not only provided a significant cost savings, which allowed the company to lower

prices for their customers, but also made it possible for them to increase their profit margins on their low volume products.

The Result

By implementing the VMS solution, the company was able to save money, gain market share, and ultimately increase their revenue. After reviewing the numbers, they determined that they were able to lower their costs by nearly 50%! By passing these lower costs along to their customers, they not only kept their existing business, but also gained a significant amount of new business in the process. By teaming up with VMS, they successfully overcame a troublesome challenge and exceeded their expectations as a result.



VMS Corporation is a leading manufacturer of pressure sensitive markings including Overlays, Decals, Nameplates and Labels. If you wish to learn more about designing state-of-the-art product identification in a timely and cost effective manner, VMS offers:

FREE CD's:

"5 Keys to Superior Product Identification"

and

"Taking the Confusion Out of Preparing Electronic Art"

To receive a copy of either or both, contact us via:

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