

CUSTOMER SUCCESS STORY



CertainTeed Insulation Team Regains Confidence & Trust of Sales with POD

The CertainTeed Insulation Marketing team was faced with one of the worst downturns in the housing market. New home building was at an all time low, about 25% from the year previous. With considerably fewer people and a reduced budget, the team needed to reinvent and optimize their marketing logistics and the support of the sales team. “The inventory was so overwhelming” and the team needed to become faster, more streamlined and more organized in order to reduce their SKUs and save money.

CertainTeed, a leading North American manufacturer of building materials, and their fulfillment partner, The Jay Group, wanted to improve their service to distributors and contractors by offering a print-on-demand (POD) system to their current fulfillment solution. Working closely with The Standard Group’s Cross Media Solutions Team, CertainTeed Insulation was able to understand their tipping point for “just-in-time” items and to refine their marketing logistics and delivery. The Insulation team was able to simplify their print requirements, reduce their paper stock for more brand consistency, reduce product obsolescence, reduce stock outs and drastically reduce their overall warehousing and storage costs. In short, the CertainTeed Insulation team was able to better manage their inventory, get more organized and “do more with less.”

Key Results:

- Regained the trust of the sales team
- Significantly reduced stock outs
- Reduced 20% of pallet storage costs resulting in on-going savings of \$5,200/month
- Increased 900% of products available on site within 8 months
- Gained more control and insight on inventory, usage and allocation of costs

“You’ve effectively helped us become more relevant in one of our biggest budget cuts. You’ve changed the corporate mindset and brought value with your research.”

- Robert Brockman, Sr Marketing and Communications Mgr, CertainTeed

“To get this process going, we had to do a lot of spring cleaning and that is exactly what was needed. And standardization and brand improvement all came about through spring cleaning.”

- Elizabeth McCarty, Marketing Communications Specialist, CertainTeed

“We are a much smaller team with a much smaller budget, but we still deliver for the business. And POD was a major factor...as a result, we are a little more seamless, a little more integrated, a little easier to work with. That is a key component of what you offer.”

- Robert Brockman, Sr Marketing and Communications Mgr, CertainTeed

“Given the huge drop in housing starts and substantial impact to the marketplace, the whole landscape has changed. But this system has allowed us to manage that better and to be more efficient. It gives us more ability to print items on demand to determine market success before printing in huge quantities.”

- Robert Brockman, Sr Marketing and Communications Mgr, CertainTeed