

CASE STUDY: Allegis



FAST FACTS

Allegis Corporation has been a leading supplier of latches, handles, hinges, and related items since it was established in 1969. Allegis provides complete and innovative access hardware solutions from product to design, to production support for OEMs, MROs and aftermarket customers worldwide. www.allegiscorp.com.



Background Challenge

Allegis Corporation has a vast array of industrial hardware that provides access solutions to its many customers. An important goal for the Allegis sales team is to make a visual impact with the product when visiting with prospective and current customers. However, each sales team member was using his/her own way of presenting products as the team lacked branded sales kits that would provide a consistent look and feel with the company's messaging. Additionally, product damage was occurring in transit since there was no company-wide standard for transporting products to sales calls. Allegis determined it wanted its sales team members to be supplied with a customized, branded case so every one delivered a cohesive presentation with the same look and quality.

The Solution

Allegis Market Manager Carl Craven remembered meeting Packnet Ltd at a tradeshow where the company was displaying its customizable foam capabilities, something that would work well for a customized sales kit that needed to hold hardware.

PACKNET'S CUSTOMIZED PELICAN CASES PROVIDE PRESENTATION UPGRADES FOR ALLEGIS SALES TEAM

Craven liked the idea that Packnet was a local company located in Eagan and contacted Packnet to begin exploring possibilities. He brought the hardware that would be included to his meeting with Packnet. "The entire process with Packnet was very consultative. They would bring their people in the room and brainstorm ideas with us. They guided us through the process with their knowledge of what would work the best for our needs. They were instrumental in getting us to the final solution," said Craven. The final solution was a customized foam insert created for the Pelican 1560 large case. The Pelican case is made from polypropylene with polyurethane wheels and stainless steel bearings. The cases are watertight, crushproof and dustproof. They were customized with foam to highlight various products and have space to hold sales literature.

Benefits

Allegis now uses the cases as a training aid for news sales team members. The cases have elevated the brand and professionalism of the presentation to a new level, and help in preventing product damage. Craven said working with Packnet was an enjoyable, collaborative process, "We worked well together. They weren't content until we were content. I know Packnet has many other capabilities. We are going to consider their other services for our needs."

"I would definitely recommend Packnet. They were instrumental in getting us to the solution we needed."

- Carl Craven, Allegis Market Manager