

## Great Service Nets Big Gains

Industrial Netting is celebrating its 30th anniversary in 2011, a milestone that David Brentz, vice president of sales and marketing, attributes primarily to excellent customer service and a strong distribution channel. “The distributors and installers we work with are invaluable,” says Brentz. “We are not an installer, so that’s where our distributors play such a vital role.” Brentz knows, however, that because of the company’s focused product offering, Industrial Netting is not a huge part of its distributors’ revenue streams. It is, though, an important one. To maintain its excellent reputation and relationships, Industrial Netting must go above and be-

As part of Industrial Netting’s effort to go above and beyond, the company produced several how-to videos to demonstrate proper installation and use of its products. The videos, lasting about 90 seconds each, were put together in concert with several distributors. “The videos make it easy for our distributors to share recommended alternatives with customers,” Brentz says.

### QUICK SHIP PROMISE

One way that Industrial Netting sets itself apart from the competition is through its brand promise to custom convert and ship within 24 hours. “If a manufacturer can provide great service on a consistent basis, the customer knows what they’re getting time after time. We can create a strong brand, not only for ourselves, but for our distributor partners.” That brand promise was reflected in Industrial Netting’s shipments in 2010. The company had over 99 percent on-time shipping last year on more than 10,000 orders shipped. Industrial Netting also barcodes and scans all incoming and outgoing product to ensure accuracy on every order. Brentz explains, “Everything we do is geared toward minimizing delays and maximizing accuracy.”

### RECESSION PROOF

As part of its devotion to extraordinary customer service, Industrial Netting has one of the largest in-stock inventories of netting and mesh in the world, inventories that allow converting capabilities to produce specific products for customers. Those inventory levels helped Industrial Netting to escape unscathed as the recession impacted many companies and allowed the company to deal with customers who wanted to reduce inventory during the downturn. “We don’t even encourage distributors to carry inventory of our products,” Brentz says. “We can get it there so quickly, we just suggest that they purchase it from us on an as-needed basis. This saves the distributor’s inventory dollars.”

Industrial Netting goes to great lengths to preserve its excellent supplier/distributor relationships. Its customer service is unrivaled and is what keeps customers coming back time after time. Brentz says, “The way we distinguish ourselves is through our service. We assure customers that when they get things done right and fast, it is not an aberration. It’s the way we do business.”



Industrial Netting’s Rack Guard System protects warehouse workers from falling objects.

yond in their customer service. “Customer service is our lifeblood, our reason for being,” says Brentz.

### SERVICING MATERIAL HANDLING

Industrial Netting began servicing the material handling industry by accident several years ago. Other manufacturers were using the company’s mesh nettings to separate and protect layers of parts. Industrial Netting figured out that many of these manufacturers also needed inexpensive protection from objects falling from racks in their warehouses. With that realization, the Rack Guard was born, and Industrial Netting began to build a distribution network to market its products to the material handling industry.

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