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It's an approach to the market that will be familiar to many independents: Make it as painless as possible to offer and order a "one-stop-shop" product mix that addresses a broad spectrum of customer needs.

This time, though, it's a manufacturer using that approach: Identity Group in Cookeville, Tennessee.

As its name suggests, the company's focus is on products that visually communicate and help customers identify themselves. That means stock and custom ink stamps, name badges, business stationery, but it also means interior and exterior signage, LED illuminated signs and more.

In a history that spans over 40 years, Identity Group and its companies have been manufacturing the brands dealers know and trust: Porelon®, Redi-Tag®, Stamp-Ever®, and Headline®, to name a few.

What most dealers don't know is that Identity Group is also a leading manufacturer in the custom sign industry, servicing sign shops, design firms, and commercial builders. Now operating under a single corporate moniker, significant new sales and profit opportunities are readily available for today's independents:

- Dimensional and ADA signs, signage systems and digital display
- Business cards and stationery products
- Ink rolls, ribbons, specialty inks and gels

# Identity Group:

## A One-Stop Shop for New Sales and Profit Opportunities

- Page flags, sticky notes and organizational products
- Stock and custom stamps, engraved signs and banners

It's a product mix, says Identity Group VP of sales Evan Wolf, that's designed to enable dealers to grow some solid new revenue streams at healthy margins.

"Identification products aren't just about stamps or desk signs," says Wolf. "It's a broad, growth-oriented category that provides a logical path for dealers to sell niche products they currently aren't selling at margins that for the most part, they currently aren't seeing."

And when they partner with Identity Group for those products, they'll find a vendor who's committed to making the purchases as painless as possible, both for the dealers and their customers.

Many of the products offered under Identity Group brands may be mature and long established, but there's nothing traditional about how the company brings them to market.

"We're committed to using technology to make purchasing our stamp, sign, and stationery products painless for both the end-customer and the dealer, and that means driving as much business as possible to the Web," says VP of marketing Liz Kelsey.

In the custom stamp arena, for example, the national big box players have offered online ordering and design for many years. But the programs Identity Group offers independents go beyond the functionality they use and give the dealer far more control, Kelsey explains.

"Dealers, and their customers, have different needs, so we have various online programs and ordering platforms available. One such program, FlashStamp on

Demand, allows the dealer to bring a custom stamp operation in house with minimal investment," she points out. "In addition to being able to make custom stamps, branded with the dealer's own logo, literally within minutes, the dealer can set his own pricing on an account by account basis."

One dealer who's been enjoying outstanding success with the FlashStamp on Demand program is Raleigh, North Carolina-based Regency Office Products.

"We started with the program last fall and it has gone unbelievably well for us," reports Regency vice president Linda Hanson.

"Instead of having to outsource our custom stamp business and work with a 7-10 day turnaround time, we now handle 90% of the work internally and can offer next-day delivery on just about everything," she says.

With a steadily growing base of satisfied customers and margins typically running in the 40s, Hanson and her team couldn't be happier. "The way Identity Group uses technology makes the whole stamp business incredibly easy and hassle-free," she continues. "We recovered our initial investment in two months and it's given us far greater control internally and a far more effective way to add value to our customers and reach them in new and different ways."

At a time when it's never been more important for independents to maximize the value of every customer, Identity Group offers a proven way to create sales in new (and old) categories that is both easy to use and profitable. To learn more about Identity Group products and programs, e-mail [dealers@usstamp.com](mailto:dealers@usstamp.com). For general company information, visit [www.identitygroup.com](http://www.identitygroup.com).