

## Case Study

**Client:**  
Anixter Inc

**Project:**  
Print Management



“It’s proven to be a great system and whilst we used Broadword for many years - this level of service has just confirmed what a valuable asset they are to our business - what ever we throw at them; they always provide a solution”

**Jon Robinson**  
Strategic Purchasing Manager - Anixter Inc

As a long-standing customer, Anixter enjoyed considerable growth in a short period of time resulting from both increased sales and acquisition opportunities.

Despite having multiple sales departments located across the country the delivery of their print was still very much on a traditional basis. Dealing with the ever increasing volumes of incoming print, allocation, pick and pack activity and ongoing storage had started to become an issue at their central warehouse unit.

We were asked to find a solution and were only too pleased to help. Starting with an analysis of the total amount of forms used and what products the individual sales branches were using we developed a simple stock replenishment system. Supported by an on-line ordering page, it allows each of the sales departments to order directly with us whilst still enjoying the same fixed-cost prices of the bulk production run.

Bulk stock is now held in our warehouse here in Sheffield and we do all the pick and packing work and organise distribution directly to the sales departments. We monitor stock movement and organise ongoing production after liaising with Anixter marketing team in order to incorporate any amendments.

All this has been achieved without any uplift in price to Anixter - they have been able to release and redirect the manpower previously involved with distribution and inventory to other added value activity and have also freed up a large section of storage space at their central warehouse for core products.