



## Case Study

### Seamless Service = Long-Term Satisfaction

When a partner is doing its job well, most companies don't even notice—and that's how it should be.

#### About the Client

Chatfield-Clarke Company Inc in Fontana, CA is a private enterprise that was established in 1963. The company manufactures white boards, vinyl tackboards, bulletin boards, and their own innovative trademarked products which include Magnaboard (a specially finished steel-faced panel) and Plus+Lite (a dustless board for dry marker pens). The company has a long history of manufacturing high quality products that are also environmentally friendly. For example, all of their in-stock vinyls are Greenguard® certified.

#### Their Situation

Chatfield-Clarke is a family business that has gone through management transitions in recent years. Like most family businesses, they've built strong relationships with a select group of partners that they've come to rely on and trust.

B2B Industrial Packaging is one of those partners. For most businesses, packaging supplies and tools are considered incidentals—rarely top of the mind. And that's the way it should be. The packaging supplier should be performing its job so well that clients don't even notice. This means the highest quality, most reliable products; expert help; always on availability, proactive but non-intrusive service; and nearly instantaneous troubleshooting on the rare occasions where it's necessary.

#### Our Solution

B2B Industrial Packaging's relationship with Chatfield-Clarke has spanned more than 2 decades. Part of the reason is seamless reliability. Over the years, B2B Industrial has supplied Chatfield-Clarke with a range of products that include strap and fasteners such as rivets, nails, and staples. B2B Industrial has also repaired their air tools, staplers and other packaging-related equipment. Kim Stowers, the company's president, knows that she can count on B2B Industrial to supply high quality products at competitive prices that are backed by the best possible customer service.

#### Their Success

"We've been very satisfied with the solutions they provide," Kim said. "They are friendly, personable and they have decent pricing. They do what they say they will do. For example, if they pick up a tool and say they'll have it back Tuesday, they do. We very rarely have issues that need to be resolved, but when we do, they address them and correct them."

313 S. Rohlwing Road  
Addison, IL 60101  
p 630.396.6200  
tf 800.413.2463  
f 630.396.6222  
[www.B2BInd.com](http://www.B2BInd.com)

## The Bottom Line

Craig Johnson, B2B Industrial Packaging's sales rep, enjoys working with Kim and the rest of the Chatfield-Clarke family. "They are one of our best customers," he said. "We've been supplying fasteners for them for so long that I almost know what they need before they do. This is the type of mutually beneficial relationship that we work hard to create with all of our clients. Everyone at Chatfield-Clarke is a professional in every sense of the word and I'm sure they would say the same thing about B2B Industrial. We have a very easy, but effective working relationship."

Ultimately, there is no better indicator of a company's performance than the quality and length of the relationships with its clients. "The customer service is excellent," Kim said. "They are very reliable and accessible. We have had the same sales rep forever and he is top notch. Given all this, I would of course recommend B2B Industrial Packaging."

## About Us

B2B Industrial Packaging offers the best packaging products, service, and solutions for businesses ranging from Fortune 500 companies to small growing enterprises. With a base of more than 2,000 active clients, we sell industrial packaging products, such as such as banding carts, strapping carts, steel strapping, polyester banding, polypropylene banding, steel banding seals, and stretch film.. B2B Industrial serves clients primarily in the Central Great Lakes, Northern California, Dallas, and Houston areas and operates a banding tool repair and strapping tool repair facility at its Addison, Illinois headquarters. To contact B2B Industrial Packaging, call 1-800-413-2463 or visit [www.B2BInd.com](http://www.B2BInd.com).

## Links

Chatfield-Clarke Company: <http://www.chatfield-clarke.com/>