



Case Study

Taking the Time to Learn the Client's Business *Phoenix Tube Company, Inc.*

Strategizing the best solution based on a thorough knowledge of the client's business *and* respecting the client's budget were the keys to success.

Balancing the benefits of needed equipment and supplies with the reality of budget constraints is something organizations face every day. Phoenix Tube learned that having a partner that offered expertise and budget-friendly options along with reliable service was a great way to eliminate downtime without breaking the bank.

About the Client

Phoenix Company is an iron and steel pipe and tube manufacturer, located in Aurora, IL.

Their Challenge

Phoenix Tube needed to update the tooling they used to bundle and package their shipments. They also need to lower their costs on vital consumables such as strapping, clips, and boxes.

B2B Industrial Packaging representative, Kurt Henriksen, spent a considerable amount of time interviewing Phoenix Tube personnel in order to see what was important to them. For example: Would it be more beneficial for them to own, lease, or rent packaging tools and equipment? Kurt also wanted to know how Phoenix was repairing its tools and how much downtime it was experiencing as a result of broken tools. In addition, Kurt asked about other products they were using such as strapping – how much they were buying, how much they were paying, and what payment terms would work best for them.

As is the case with most clients, B2B Industrial Packaging quickly determined that balancing the benefits of new tooling with budget constraints was a primary consideration.

Our Solution

Together, Kurt and Daren Newman of Phoenix Tube decided that the best route was to go with Titan tools, because of their reliability and outstanding support. B2B Industrial provided a manual seal-less combination strapping tool that would save money on clips and reduce strapping time. They also provided a pneumatic combination tool for larger loads in order to ensure secure transport. Phoenix Tube made a commitment to B2B Industrial Packaging for all of its steel strapping. In exchange, the agreement allowed B2B Industrial to provide the tools, which Phoenix Tube now owns.

Their Success

Even though more than 18 months has passed since their first contact, Kurt still visits Phoenix Tube at least once a week to check on inventory and make certain that everything is running smoothly.

"I was confident that B2B Industrial Packaging was supplying us with the best solution possible because I trusted my sales person and knew that he was as concerned as I was with minimizing downtime," Daren said.

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The Bottom Line

B2B Industrial Packaging served Phoenix Tube well because they took the time to listen and find out exactly what they needed. B2B Industrial put tools on the client's production line that increased efficiency and eliminated downtime without requiring a large capital expenditure.

"B2B Industrial saved us money and continues to follow up," Daren said. "Since our initial order, we have relied on B2B for other things such as boxes and packing equipment. We have a great customer-supplier relationship---I would have to say that it's the best relationship we've ever had with any supplier. I would absolutely recommend B2B Industrial Packaging for a number reasons, especially their reliability and on-time delivery."

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, 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.