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— MARY ANDERSON  
MATERIAL ADMINISTRATOR  
GREENLEE/A TEXTRON COMPANY

## SUCCESS STORY



# Fuse Accelerates Greenlee Sales Cycle with On-Demand Digital Solution

For more than 150 years, Greenlee has provided quality tools to the woodworking industry and, for over 70 years, to the electrical industry as well.

Decades ago, Greenlee made a commitment to keep pace with the changing needs of their customers. Innovative products, state-of-the-art facilities and equipment, and forward-thinking operations are all designed to keep Greenlee at the top of the industry well into the 21st century.

## MISSION

As Greenlee grew, it became a challenge to give 650 sales representatives, corporate staff members and global teams access to always up-to-date marketing literature and merchandising items. So, in an effort to accelerate the sales cycle, Greenlee partnered with Fuse to build a print-on-demand, order-on-demand digital solution—in just 90 days.

## SOLUTION

Current brochures, catalogs, banners and counter stool covers are among the 465 items available through the portal, which helps seamlessly connect Greenlee's international team with their customers.

The process is easy. Users sign in and select literature. They can download a PDF to email, print it themselves or order a printed piece for delivery. The portal is integrated with the Greenlee's Salesforce CRM system, so individual reps' address books are readily accessible. Confirmation and shipping emails are automatic, complete with tracking information to reduce questions and follow-up. The digital and offset Fuse printing team turns around orders within 72 hours, and ships materials via FedEx Ground unless approved for expedited shipping.



A Fuse webmaster maintains the storefront, reviews every order (about ten a day), coordinates shipping and provides reports. The portal was designed to be scalable, making it simple to update—a Greenlee team member sends a new PDF and the information is online within hours. Having a dedicated webmaster, plus built-in automation and permission-based restrictions, dramatically reduces the time Greenlee spends on phone and email requests. What's more, 75 report types provide valuable marketing intelligence, from user and product orders to inventory and daily sales.

## RESULTS

In its third year, orders on Greenlee's portal are projected to reach nearly 350,000 pieces.

"Changing to a print-on-demand ordering system has made it much easier to keep our literature current," said Mary Anderson, Greenlee's material administrator. "Instead of trying to estimate how many pieces to print, we can do an offset run for the launch and then switch to print-on-demand. No more expense for recycling outdated literature!" Anderson added, "The site is easy to use and monitor. Fuse provides great reporting and the training to pull data right from the site."

The online portal has delivered tremendous value—ease of use for a global team, up-to-date materials, less waste, minimal warehousing, and greater efficiency and reporting. "The online ordering system is an easy one-stop shopping experience for our sales team," offered Anderson. "Response times are incredibly quick, and the team is always available to look into any problem that arises and provide a solution."

The platform even earned an award for business excellence in innovation from the *Daily Herald Business Ledger*.

## FUSE

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