

CASE STUDY: Master Lock Finds Cost Savings, Exceptional Service, And Inventory Management Improvement

Master Lock Company, a global supplier of padlock and security products, has been a valued customer of DRG Technologies for many years. DRG initially provided labels and other printing for the company's lock division. When a printing opportunity arose in the safe facility, Joe Kohler, the global sourcing manager, chose DRG because he was pleased with their work in the lock facility.

DRG is more than a vendor. It has a vested interest in the success of every customer, and through consultation, it ensures its customers are receiving the best service at the most competitive prices. For Master Lock, DRG's consultative approach is highly valued.

COST-SAVINGS THROUGH ASSISTED FORECASTING AND MANAGED INVENTORY

"They are very consultative. They are the champions when it comes to printing, so we used them quite a bit," explained Joe. DRG employees have come to know Master Lock's business and have been able to respond quickly to the company.

DRG assists clients with improving their supply chains through warehousing, vendor-managed inventory, and Kanban solutions. For Master Lock, DRG manages a large number of SKUs, including a combination of stocked products and made-to-order.

This combination allows DRG to remain competitive with pricing by ensuring Master Lock is taking advantage of all volume pricing opportunities. DRG's consultative approach as a component of its stocking program has been beneficial. The company treats its customers as part of its own business.

"They do a lot of analysis work. Asking, what do we need? When do we need it? What are our high runners? What aren't our high runners? They will size runs so we don't have to store a lot of product, and they can manufacture them in economical groups to keep cost where it needs to be," Joe said. "As costs increased, instead of having price increases across the board, they right-sized it and looked at the most economical way to offset some of the cost."

TAKING CUSTOMER SERVICE TO THE NEXT LEVEL

DRG's consultation for Master Lock goes beyond its stocking program and forecasting. Master Lock's relationship with DRG has become one of a trusted partner that they can turn to for assistance, even when there is no immediate benefit to DRG. DRG was a partner in helping Master Lock stay compliant with various European Directives and sustainability initiatives in the U.S.

COST TRANSPARENCY IS VALUED

Like many companies, Master Lock looks for opportunities to reduce costs. Transparency with pricing is vital in the relationship, and DRG's transparency and initiative to look for cost-saving opportunities have strengthened the relationship.

"Transportation and other costs have gone up. They are extremely transparent, and you



really feel like it's a win-win when you finish negotiations with them," said Joe. "A lot of times, they will come to us with ideas for cost savings.

DRG PROVES IT EXCELS IN CUSTOMER SATISFACTION

DRG strives for excellence in client satisfaction through cost-savings improvement, exceptional service, and inventory management improvement. As Master Lock has learned, DRG's actions continuously support these claims and have made them a vital and trusted partner.

"They are great. We've never had quality issues with them, never any late delivery issues. They are very proactive; they are a really good company," said Joe.

LET US HELP YOU GROW YOUR BOTTOM LINE:

Contact us with your product identification needs. To reduce costs and grow your bottom line, take advantage of our product identification needs assessment to help you find inefficiencies and ensure your label solutions are appropriate to meet your goals. After a pre-assessment to understand your needs, we will perform an onsite plant assessment to identify cost reduction and efficiency opportunities.

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