



Client: National Construction Company

Project: Corporate Apparel Program for National Construction Company

Corporate Apparel Program for National Construction Company

CORPORATE APPAREL

PROMOTIONAL MARKETING

A leading billion-dollar construction company with locations across the United States relies on GO2 Partners to manage its apparel and promotional material program for not only corporate leadership, but its jobsites and branch locations as well. A strong visual brand, supported by corporate apparel, is critical for competing in the competitive construction market.

Our Challenge

Leadership at the rapidly growing construction company struggled with corporate apparel.

Before contacting GO2, the company used suppliers that were not able to provide the quality and service levels necessary to manage its corporate apparel program. The apparel didn't stand up to the rigors of the jobsite, rapidly fading or becoming unusable, which led to frequent and costly orders.

Customer service was also a problem. Logos were often sized incorrectly, and the supplier was slow to correct problems or even take ownership of the issues. Inventory the company was forced to order and store was another expensive problem, leading to costly waste as styles or needs changed.

Finally, the company felt it had to take a more hands-on approach to its apparel program, and reached out to new suppliers, including GO2, for bids. It felt that by taking more control of the program, it could save money and eliminate or reduce problems.

Our Solution

Before submitting a bid, GO2 asked for an opportunity to work with the company to identify and address the problems it saw in its corporate apparel program. The GO2 team worked closely with the company to understand the issues.

When it came time to bid, GO2 competed with three other suppliers for the business. In addition to submitting its bid, GO2 also presented several solutions:

- Rather than pre-purchase and stock corporate apparel, GO2 suggested on-demand ordering that would drastically reduce the amount of money the business had tied up in apparel inventory.
- GO2 would build an easy-to-use and stylish ecommerce ordering system that made ordering new apparel easy and gave individual employees more control over their apparel.
- A change in suppliers, using the relationships GO2 had built with industry leaders, would provide higher-quality, more consistent apparel.

Our Results

After the presentation, GO2 was quickly awarded the job. Not long after the project started, the company awarded GO2 with the entire program. It was not only impressed with the high-quality apparel, but also the cost savings and the easy-to-use ecommerce site.

The move to on-demand ordering has rapidly delivered benefits for the company. It has reduced the overall cost of apparel, reduced the need to sink money into apparel inventory, and eliminated the logistic headaches of managing and delivering new apparel. The delivery schedule is drastically reduced for every location.

Today, GO2 not only manages the apparel program for the company and all of its locations across the country, but also supplies its promotional marketing products. GO2 has become an important partner for the business as it continues to grow and open new locations.

