

SUCCESS STORY

OPPORTUNITY

- **Business Unit:** Justrite
- **Channel partner:** Large national distributor
- **Industry:** Lab/Pharma
- **Customer type:** End User Laboratory

The key was understanding their pain points. By offering solutions that directly addressed the fire risk and lack of storage while also keeping the other functions of the environment in mind, we were able to get their attention.

Patrice Jackson



SITUATION

- Laboratory had a warehouse fire caused by charging lithium-ion batteries, and they needed deeper cabinets for laboratory materials
- This resulted in a significant financial loss for the end user and a need for safer storage solutions

SOLUTION

- Justrite's Lithium-Ion Charging Cabinet and Utili-Guard cabinets were proposed.
- Emphasized the lithium-ion charging cabinet's ability to prevent fires.
- Utili-Guard cabinets' deeper design was favored for allowing for more storage.
- Built a relationship by providing consistent support.

WHY WE WON

- Demonstrated how the lithium-ion charging cabinet could have prevented warehouse fire
- Provided solutions that directly addressed the customer's pain point of fire safety and storage needs
- Built trust and demonstrated the value of JSG's products.

RESULT

- Potential sale of five lithium ion charging cabinets for their warehouses.
- The story of the warehouse fire can be used to demonstrate value of lithium-ion charging cabinet to other similar customers.