

# SUCCESS STORY



## OPPORTUNITY

- **Business Unit:** AccuformNMC
- **Channel partner:** Large national distributor
- **Industry:** Utility
- **Customer type:** End User

"AccuformNMC's ability to handle the artwork, production, and assembly in one place made this a seamless solution for a large-scale safety communication need."

**Joe Imber**

## SITUATION

- A national utility locating company with thousands of field workers operating in outdoor environments, identified a critical need for scalable, worker-specific safety education and emergency contact solutions:
  - 12,000 key ring wallet cards covering outdoor working dangers
  - 12,000 hardhat medical contact stickers to ensure emergency responders could identify workers quickly in the field
  - Required a single source capable of handling custom artwork, printing, and assembly at volume

## SOLUTION

- AccuformNMC designed and fulfilled a complete custom safety communication package:
  - Coordinated full artwork creation, printing, and assembly in-house for all solutions needed
  - Distributor assembled the wallet card key rings alongside other first aid materials for a complete kit delivery.

## WHY WE WON

- Material expertise: AccuformNMC provided a durable, field-appropriate solution
- One-source capability: Ability to handle artwork design, printing, and assembly under one roof eliminated the need for multiple vendors
- Affordability and availability: Competitive pricing with an 85% turnover rate on product
- Integration of the cards with distributors first aid kits added additional value to the end customer

## RESULT

- Successfully delivered all products without multiple vendors & streamlined safety communication across a large, national field team
- Total value of the win: \$56,199