

SUCCESS STORY

Multi | Mining | Site Safety / Compliance | Cabinets, Tags, Eyewashes |
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\$100K Mining Customer:
Site Walk Expands Safety
Opportunity

IMPACT SNAPSHOT

- \$50k motion safety opportunity turned to \$100k through compliance review & cross-sell
- Cabinet, tag & eyewash needs identified across 50+ gravity-fed units on site
- Reinforced value of getting to the end user

KEY QUESTIONS

- "Can we walk the site to review what safety products are currently installed?"
- "Are your current cabinets, eyewashes, tags, and other safety products fully compliant?"
- "What competitive products are currently stocked in your vending machines?"
- "Are you experiencing supply concerns with any current safety products?"

PROBLEM

Initial opportunity did not reflect the full site need

- Remote mine sites can be difficult to access
- Original follow-up was focused on a \$50K Checkers opportunity
- Customer and distributor believed several product categories were already covered
- Installed products had not been fully reviewed for compliance or replacement opportunities

PLAN

Partnered with established distributor to expand the site conversation

- Partner with a distributor account manager with site access
- Spend the visit walking the facility with the end user
- Review existing products across multiple areas of the site
- Look for compliance gaps, competitive products, and cross-sell opportunities

SOLUTION

Apply full offering of JSG products to solve safety & compliance issues

- Found non-compliant safety cabinets, adding a Justrite cabinet opportunity
- Found competitive tags in vending machines for a potential AccuformNMC opportunity
- Reviewed 50+ gravity-fed eyewashes and recommended Hughes Aquanella AQ60

REPEAT

Partner on site access and inspect what is already there

- Target large sites where access is limited
- Walk the site with the end user
- Review installed products for compliance
- Check VMI for competitive products
- Connect needs across JSG brands