

# How Shifting from 1P to 3P Helped an Industry Leader Compete on Amazon



Founded in 1942, Guardair has long been recognized as an innovator in the pneumatic tools industry. From safety air guns to pneumatic vacuums, their products are essential to a wide range of applications across industries such as automotive, aerospace, food processing, and industrial maintenance.

For decades, Guardair built its reputation through traditional distribution channels, with trusted partners like Grainger, Fastenal, and MSC Industrial ensuring that their tools were available across the United States and around the world.

Over time, Guardair began to notice a shift in customer behavior: buyers were increasingly turning to Ecommerce platforms, particularly Amazon, to source industrial tools. To access these buyers, Guardair had started selling on Amazon using the Vendor Central (1P) approach. Yet, they struggled to achieve meaningful growth and risked falling behind in a rapidly evolving landscape.

At the same time, unfamiliar competitors had started to appear on Amazon, threatening to erode Guardair's already limited market presence. In order to succeed on the platform, Guardair chose to refocus its strategy on improving its margins on Amazon.

Recognizing the importance of this emerging channel, Guardair turned to Enceiba for a more mature Amazon strategy and the hands-on execution needed to transform their approach and unlock new growth opportunities.



6-figure

Run Rate in under 12 months

10,000+

Views on Product Pages



**Enceiba's strategic, hands-on approach has helped us achieve real growth in one of the most important and fastest growing channels. We look forward to achieving continued success.**

**Heather Bean**

Head of Marketing, Sales & eCommerce



## Making a **Strategic Shift** to Seller Central

Enceiba first met the Guardair team at an Industrial Supply Association (ISA) conference, where our shared involvement in the industrial supply community created a natural point of engagement. Having already partnered successfully with Dynabrade, who referred Enceiba to Guardair, our credibility and track record in the pneumatic tools sector helped establish trust quickly.

We began by gauging Guardair's market opportunity on Amazon and uncovered significant untapped potential. Despite their strong brand equity, Guardair's Amazon presence was missing critical optimizations that could lead to growth. Their products lacked visibility in search results and were not fully Prime eligible, their assortment was limited, and their brand positioning was underdeveloped. Additionally, content was not tailored to the needs of B2B buyers, Amazon Business was not being leveraged, and key Amazon brand tools were underutilized.

Recognizing these gaps, Enceiba recommended a strategic shift from Vendor Central (1P) to Seller Central (3P) selling, enabling Guardair to take greater control of their channel and unlock growth. From there, Enceiba executed a comprehensive optimization program that included:



**Amazon Business Alignment:** Secured dedicated Amazon Business representative assigned to Guardair's account, ensuring ongoing optimization and alignment with marketplace initiatives.



**Content Overhaul:** Deployed Enceiba's content experts and tools to enhance product listings, making them more compelling to B2B buyers, optimized for search visibility, and aligned with industrial purchasing needs.



**Advertising Expansion:** Implemented and scaled Amazon Advertising campaigns, including specialized Amazon Business advertising, to drive targeted traffic and conversions.



**Prime Enablement:** Rolled out Fulfillment by Amazon (FBA) to make Guardair's products Prime-eligible, ensuring competitiveness and buyer confidence.



**Brand Tools Activation:** Enhanced Guardair's use of Amazon brand tools, including enriched A+ content and a revitalized Amazon storefront, strengthening brand presence and storytelling.

Through this structured, hands-on approach, Enceiba helped Guardair reposition itself on Amazon and build a scalable foundation for growth on the channel.



## Expanded Assortment Leads to Rapid Channel Growth

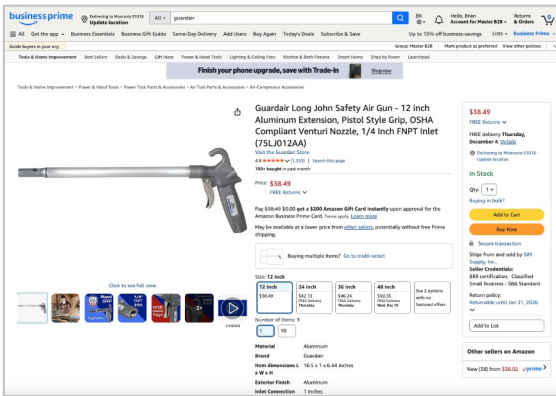
Since refining its Amazon strategy in partnership with Enceiba, Guardair has experienced a dramatic turnaround in its Amazon channel performance. Within just twelve months, the company shifted from a stalled 1P program to a thriving 3P model, surpassing its previous growth trajectory and is selling at a more profitable margin.

The impact has been both rapid and substantial. The firm is now seeing a six-figure per month revenue run rate in less than a year, while product page views have shot through the roof.

Both of these are the result of expanding the available assortment on Amazon to nearly 200 SKUs to broaden Guardair's reach, adding Amazon Business optimizations, and meeting diverse customer needs.

Most importantly, Guardair regained control over pricing, positioning, and brand representation by shifting to the 3P model. The company is now well positioned to further unlock sustainable growth while maintaining a competitive advantage.

Guardair's Amazon presence has evolved from a reactive experiment into a fast-growing, strategically managed channel. With Enceiba's guidance, the company not only captured immediate gains but also built a scalable foundation for long-term B2B success on Amazon.



Optimized product listing, by Enceiba



Enhanced brand content, by Enceiba

Amazon Frustration? Let's Talk Strategy

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