



ENCEIBA

**Hanes Supply: How a Leading Mid-market
Distributor Leverages Amazon for Win-Win
with Suppliers**



Hanes Supply **CASE STUDY** *of Success*



ENCEIBA

THE CEIBA IS THE TALLEST TREE
IN THE AMAZON RAINFOREST.
LET US HELP YOU STAND OUT!

Brian Beck, Managing Partner
(732) 208-2763
brian@enceiba.com
www.enceiba.com

OVERVIEW: THE SITUATION

Hanes Supply, a nearly 100-year-old industrial products manufacturer and distributor had a vibrant, multi-million-dollar business on Amazon. Over a period of five years, though, they noticed that many of the manufacturers in their category, of which many were Hanes' suppliers, weren't doing enough to control prices on the platform. Numerous fly-by-night opportunistic Amazon resellers were severely undercutting Hanes and doing a poor job representing the products.

Hanes Supply knew it didn't want to compete on price, especially not on the world's largest online marketplace. The company had built its brand on the back of a century of work delivering excellent value to customers, centered on deep industry knowledge and expert service and support. These areas were key differentiators for Hanes, given that the majority of products the company sells are complex and expensive and utilized in advanced industrial applications.

On the other hand, most—if not all—of the small Amazon sellers who were undercutting Hanes on price lacked equivalent industry expertise. What's more, many of these companies were unauthorized sellers, an issue many manufacturers contend with regularly. A recent Enceiba study revealed that a shocking 70 percent of manufacturers don't know who all of the companies are that are selling their products on Amazon.

Hanes realized they needed a better way to leverage the opportunity that Amazon presented without engaging in a price war and race to the bottom on profitability. That's when they tapped Enceiba to help them improve their approach to the channel.

					
	Wire Slings	Nylon Slings	Polyester Slings	Chain Slings	Slingsmax Slings
Abrasion Resistant	✓	✓	✓	✓	✓
Hot Conditions	✓	✓		✓	✓
Lightweight		✓	✓		✓
Color Coded			✓		
Chemical Resistant	✓				
Repairable					✓



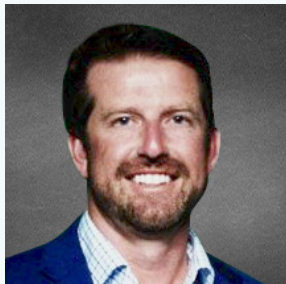
Safety in Every Product

At Hanes Supply, we put our full effort and care into designing all of our products to meet the highest of safety standards. Prioritizing worker safety not only reduces the risk of fatalities and injuries on the job site, but also makes workers more comfortable and therefore more productive when clear safety measures are in place. All of our products are designed first and foremost to keep workers safe and comfortable on the job site.

HSI is a proud member of: Web Sling & Tie Down Association, AWRP, STAFDA, ACRP, SCRA, NATE, AWEA, and National Safety Council.

Helping Suppliers Take Control Helps Hanes

Upon engaging Enceiba, it became clear that most of Hanes suppliers did not know their products were being so poorly represented on the Amazon platform, and that a good portion of those sellers were unauthorized.



"This has been a win-win for us and for our suppliers.

We've been able to increase sales and drive more profit from our suppliers' products that we list on Amazon, while also helping our manufacturer partners to better control their presence on Amazon and reduce channel conflict. A great thing all the way around."

- Billy Hanes
VP of Ecommerce

Crafting a Win-Win for Sellers and Distributors

Hanes is a respected channel partner to its suppliers. This provided an opportunity to leverage this reputation and existing trusted relationships in a mutually-beneficial effort to tackle unauthorized sellers and gain control of Amazon for Hanes' suppliers, while also providing enhanced opportunities for Hanes to drive revenue more profitably from the channel. While Hanes itself couldn't pursue unauthorized sellers on Amazon for products it doesn't manufacture, its suppliers could. The result was a strategy created and executed by Enceiba to empower Hanes to partner with its suppliers to maximize and control the Amazon channel.



More Control Leads to Sales Growth and Bigger Profits

On Hanes Supply's behalf, Enceiba reached out to the firm's suppliers, informing them of the situation and enticing them to take control of their Amazon presence in partnership with Hanes. A number of the company's suppliers immediately saw the benefit and worked with Enceiba and Hanes to roll out more effective authorized distributor programs. One supplier, for example, found there were over 60 sellers on Amazon, but the company's management only recognized six of them. A follow-on effort conducted by Enceiba reduced the number of resellers to only the most important and recognized resellers, which included Hanes.

The result was greater price and content control for the supplier on Amazon and increased Amazon sales at a higher profit margin for Hanes.

By putting stronger policies in place, suppliers are now able to ensure their products were well-represented on Amazon, while Hanes is no longer competing only on price. Ultimately, this program has helped to create a win-win for Hanes and its suppliers, reducing channel conflict and creating a more even playing field where Hanes can compete—and win—on the value they deliver for buyers.

Amazon A+ Content created by Enceiba ensures Hanes' products stand out



**Has selling on Amazon been frustrating?
Do you know you have opportunity, but don't
know how to take advantage of it?**

We can help!

Contact Brian Beck, Managing Partner at Enceiba, at brian@enceiba.com to discuss a strategy that will help you to take advantage of your opportunity.