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Case Study | Dynabrade



## Electric Success: Dynabrade's Power Tools light up Amazon with the help of Enceiba

### Sanding Their Way To Success: Dynabrade's Amazon Success Story

Enceiba teamed up with Dynabrade to put their strategy into action, starting with a content overhaul on Amazon. With a boost in their content score from 5 to a solid 9 out of 10, Dynabrade saw a surge in conversion rates and sell-through success.

### From Rough to Refined

Enceiba's Strategic Assessment for Dynabrade went above and beyond, leaving no stone unturned in their quest for Amazon success. From analyzing the competitive landscape to evaluating reseller quality, and even sizing up the market potential, they crafted a game-changing approach. By incorporating best practices for channel control, Dynabrade's sales saw a major boost - proving that a little strategy can go a long way.



"Our distributors are thrilled. When we started this process, we were worried we would lose market share. However, from both a sales and a channel conflict standpoint, this has actually been phenomenal.

The 3P approach is a slam dunk and has helped us communicate better with our distributors.

It has helped us deepen our relationships with them and become more strategic. And a huge portion of the new revenue we've seen from Amazon is incremental revenue, meaning we're now growing our customer base outside of our normal distribution channels without sacrificing anything.

We should have done this five years ago."



**-Ron Vieders**  
Director of Marketing



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## Drilling Down the Details

Founding in 1959, today Dynabrade is a leading producer of high-end pneumatic tools, selling their products in 90 countries around the world.

The tool maker launched on Amazon in 2010 as a 1P seller and had initially experienced significant growth in the channel. As their brand became established as a viable internet player, so did Dynabrade's business on Amazon. Unfortunately, though, by selling through the 1P model, Dynabrade couldn't control the prices of their products.



One of the biggest challenges for B2B manufacturers selling on Amazon is managing channel conflict. This is particularly true for sellers who opt for a wholesale relationship with Amazon, known as 1P or Vendor central, selling. Too often, manufacturers selling using 1P approach find that Amazon and other resellers price their products much lower than their minimum advertised price (MAP), which in turn makes other resellers and distributors reasonably upset. This can ultimately threaten a manufacturer's overall market presence, not only on Amazon but through other channels as well.

That's exactly the situation Dynabrade found themselves facing.

Fly-by-night resellers on Amazon, including Amazon itself, undercut Dynabrade's pricing and poorly represented the brand online, leading to ongoing complaints from large channel partners by 2020. Amazon sales plateaued, becoming a race to the bottom that degraded Dynabrade's market position and overall brand value. When the COVID-19 pandemic hit, material prices went up, but Amazon refused to approve price increases, forcing Dynabrade to choose between significant margin reduction or ceasing sales on the platform altogether. To find a way forward, they turned to Enceiba.



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## Enceiba's Power Play

Dynabrade hired Enceiba to conduct a strategic analysis to explore the possibility of gaining control of the Amazon channel and improve profitability while returning to growth. Enceiba assessed the competitive landscape, evaluated the resellers' quality, and formulated a best-practice approach to support greater sales. Enceiba found that most of the resellers violated Dynabrade's MAP policy and distribution agreements, and Amazon was the biggest offender. Enceiba delivered a detailed playbook centered on transitioning from a 1P to 3P selling model to gain control and grow the Amazon channel. The strategy included implementing new distribution policies and an upgraded MAP policy to narrow the field of resellers and partnering with established high-value-added companies. The plan also aimed to improve the quality of presentation on Dynabrade's product pages and the overall brand content on the Amazon marketplace.



## Results

- **Control**

After six months, resellers decreased significantly, and the company stopped selling to Amazon in the 1p model. Sales in the 3p channel exceeded historical 1p sales, resulting in higher operating profits.

- **Higher Profits & Revenues**

Dynabrade's new approach is well-received by traditional distributors and channel partners. They have raised the standard for companies allowed to sell their products on Amazon, leading to increased retail prices. Authorized resellers on Amazon now face less competition.

- **Stronger Relationships**

Dynabrade strengthened relationships with valuable resellers using this approach, eradicating channel conflict with Amazon. The company's revenue and profits from Amazon have grown, resulting in a win-win situation for everyone involved.





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Roll over image to zoom in



NS5 Nitro 5" (127 mm) Diameter Random Orbital Sander, Non-Vacuum, Vinyl Pad Face | Proportionate 3/16" (5 mm) Diameter Orbit | 12000 RPM Pneumatic Motor

Visit the Dynabrade Store

\$109<sup>97</sup>

FREE Returns

Get \$60 off instantly: Pay \$49.97 ~~\$109.97~~ upon approval for the Amazon Prime Store Card. No annual fee.

Brand	Dynabrade
Item Dimensions LxWxH	6.5 x 5 x 3.6 inches
Power Source	Air Powered
Amperage Capacity	3 Amps
Maximum Rotational Speed	12000 RPM

About this item

- This Nitro random orbital sander has a diameter of 5" (127 mm) with a proportionate 3/16" (5 mm) diameter orbit for a general swirl-free finish.
- This tool features an ergonomic design with integrated comfort platform for more wrist support and a soft grip co-molded to rigid composite base housing for maximum operator comfort and durability. The recessed throttle lever eliminates pinch and pressure points on an operator's palm as well.

See more product details



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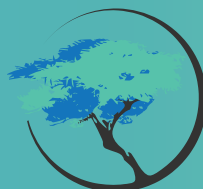
Payment: Secure transaction  
Ships from: Amazon  
Sold by: DYNABRADE

## Amazon A+ Content Created by Enceiba

### Smooth Sailing with Enceiba

Dynabrade takes full control of Amazon channel, with impressive results. Six months after implementing the program, reseller numbers dropped and sales in the 3P channel surged past historical 1P levels, resulting in higher profits. Meanwhile, Dynabrade's traditional distributors applaud the approach, as Amazon resellers now operate under stricter guidelines, driving up retail prices and boosting revenues. This win-win strategy also strengthened relationships with valuable resellers and erased channel conflict from Amazon, leading to overall growth in revenue and profit.

Amazon frustration?  
Let's talk strategy.



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NOT ON AMAZON? YOUR COMPETITORS ARE.