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Case Study | Hanes Supply Inc.



Hanes Supply's reputation as a reliable channel partner and Enceiba's strategy helped them gain control over the Amazon channel, allowing them to reduce channel conflict and increase profit margins without solely relying on price

## Raising The Bar: Hanes Supply Inc's Amazon Success Story

By implementing stronger policies, suppliers can now ensure their products are well-represented on Amazon, and Hanes is no longer competing solely on price. This program has created a win-win situation for Hanes and its suppliers, reducing channel conflict and creating a more level playing field where Hanes can compete based on the value they offer buyers. Overall, the partnership has been successful in creating a more effective and profitable sales channel for both Hanes and its suppliers.

### About Hanes Supply Inc.

Hanes Supply, an industrial products manufacturer and distributor with a nearly 100-year-old history, had a thriving business on Amazon worth millions of dollars. However, over the course of five years, the company noticed that many manufacturers in their category, including some of Hanes' own suppliers, were not taking sufficient measures to control prices on the platform. This resulted in numerous opportunistic Amazon resellers who were undercutting Hanes and poorly representing the products.



“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 and reduce channel conflict. A great thing all the way around.”

**-Billy Hanes**  
VP of Ecommerce



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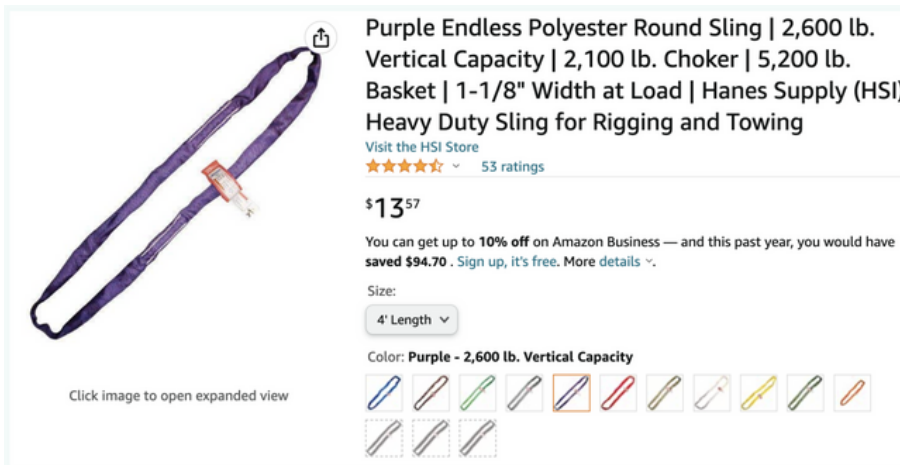
## Value Over Price

Hanes Supply didn't want to compete on price, as their value proposition was centered on expert service and deep industry knowledge. However, on Amazon, many small unauthorized sellers were undercutting their prices without the same level of expertise. Enceiba's study found that 70% of manufacturers are unaware of all the companies selling their products on Amazon.

## The Heavy Lifter: Our Plan for Success

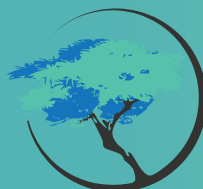
After engaging Enceiba, it became apparent that many of Hanes' suppliers were unaware of the poor representation of their products on the Amazon platform, with a significant number of unauthorized sellers present.

To create a mutually beneficial solution for both sellers and distributors, Hanes leveraged its reputation as a respected channel partner and its existing trusted relationships with suppliers. Enceiba then developed and implemented a strategy to empower Hanes to partner with its suppliers to gain control over the Amazon channel, as Hanes was unable to pursue unauthorized sellers for products it does not manufacture.



- A+ content on Amazon by Enceiba
- Increased price control, leading to a larger profit margin
- Reduced channel conflict

Amazon frustration?  
Let's talk strategy.



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