

TRS Welcomes New Customers with Style

INDUSTRY: DISTRIBUTION, RESTAURANT SUPPLY

O'BRIEN CAPABILITY: PACKAGING & KITTING, CREATIVE SERVICES,
PRINT MANAGEMENT, PROMOTIONAL PRODUCTS

TRS is a supply and equipment distributor for commercial kitchens across the United States. To share goodwill and set up customers for success, TRS opted to send a custom welcome kit with the following components:

- Welcome letter
- Order guide / FAQ
- Product catalog
- Paper and magnetic business cards
- Stylus pen
- TRS decals
- One of a kind die cut folder

Welcome kit production is broken into two types of fulfillment: pre-produced base items ready for immediate use and items to be produce on-demand with variable copy personalized for each client of TRS. Base components are produced in bulk and stored in the O'Brien distribution center – and when ready to ship – picked, fulfilled with the personalized components, cello-wrapped, and shipped directly to client sites.

The program has been an effective way to get TRS customers up to speed and acquainted with the brand. The welcome kit is a tasteful touch to start a new customer relationship and continues to be a success story for TRS and O'Brien today.

a case study

