



### THE CHALLENGE

The century-old Peterson Spring Corporation draws from their beliefs in providing innovative solutions at a reduced cost while based out of Kalamazoo, Mich., originally worked solo with Peterson Spring to service the international manufacturer of engineered metal products. As time progressed though, a national package was of higher importance for Peterson Springs. AFFLINK was brought in to assist with the new national opportunity. AFFLINK's Industrial Business Development Manager, Carter Crutchfield, took the reins alongside Ship-Pac's John Lewis and Anthony Markos. Working to service accounts in the packaging, safety and MRO channels, AFFLINK's Industrial segment found immediate success through collaboration with the current member.



Through a complete analysis of our headquarters, AFFLINK was able to provide cost-saving product solutions, as well as confirming additional savings through order consolidation.

### THE SOLUTION

Utilizing ELEVATE, AFFLINK's proprietary approach to the marketplace developed to analyze savings across product and process, Crutchfield was able to run a complete analysis on the manufacturer—establishing their universal business needs as a company, providing them with cost-saving product solutions, as well as confirming savings through order consolidation.

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# THE FUTURE

With corporate headquarters based in Southfield, Mich., ELEVATE explorations were quickly conducted on their headquarter location—Athens, Georgia. Through a Site Needs Analysis and a studied Impact Report, product and efficiency savings across packaging, safety and janitorial categories was realized with the location—up to 6%. An in-depth Supply Chain Analysis also secured another \$8,000.00 in savings for the headquarters. With the location near ELEVATE completion, Peterson Spring Corporation was beginning to realize their goals around reducing spend and consolidating orders.

This opportunity also fared well with AFFLINK's supplier partners on the account. Additional members such as Thornton Brothers of Athens, Georgia, and The Packaging Wholesalers of Schaumburg, Illinois, were also brought on board to service the account. The footprint of a national program that Peterson Spring was in need of took a strong hold.

The growth of the Peterson Springs national program now has the Midwest and Canada branches on the radar in hopes of bringing those locations increased cost savings across the board.

AFFLINK continues to be the leader in supply chain management and distribution excellence due in large part to the passion of its sales force and distributor members. AFFLINK's unmatched abilities allow the organization to effectively service national accounts quickly and seamlessly—allowing the end-user customers to enjoy total cost savings—as seen here with Peterson Spring.



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