

besley & copp  
EST 1750

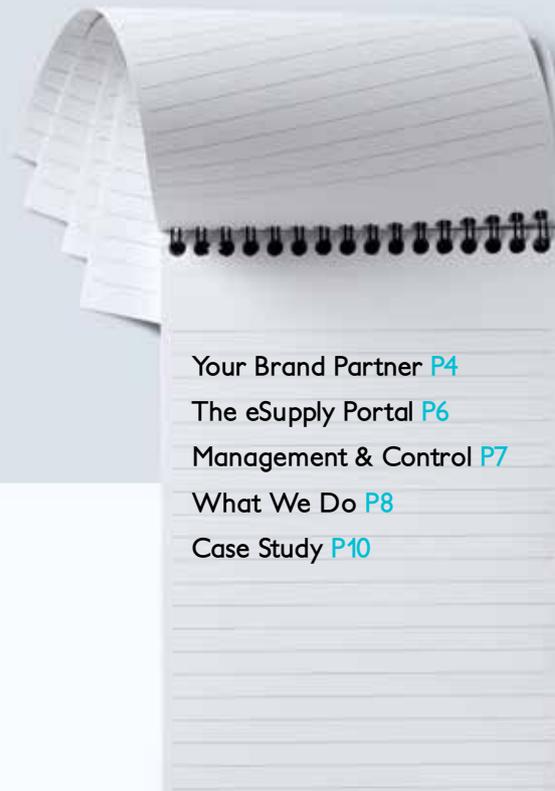
powering the  supplyportal

Multisite Brand Management

# Our Experience

**Your brand is your most important asset, creating a lasting impression with your consumers, driving product sales and ultimately improving your market share.**

Managing your identity and brand promise across a network is a challenge and often falls under the remit of 'marketing', but if handled correctly, every department and employee can become an effective brand champion.



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Powering the  supplyportal



The besley & copp difference is our ability to offer a dual support solution for both marketing and operational divisions of your business. Whilst both have their own unique day-to-day requirements, both require:-

- Asset management
- Product procurement
- Stakeholder communication
- Logistics

Your Brand  
Partner

**WILTS**  
electrical wholesalers  
REXEL GROUP

**STILL**

**AGCO**  
Your Agriculture Company

**MAYFAIR**  
OFFICE GROUP

**Thrifty**  
® Car & Van Rental

*“Providing marketing material for our network of offices across the UK has been made straight forward through besley & copp’s eSupply Portal solution. They have anticipated all our needs in delivering high quality products and services and have expertly and **imaginatively steered us into a market leading position** in this respect.*

Annette Reeve  
Marketing Director - Mayfair

Established in 1750, besley & copp's credentials are unrivalled. From real estate through to wholesale, finance, hire and the NHS, we literally have hundreds of years of cross-industry experience in helping networks manage their operational and marketing requirements from end-to-end.

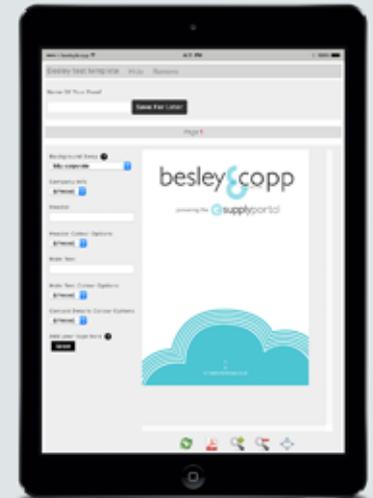
Fast forward to today and besley & copp are at the forefront of multisite management with their eSupply Portal cloud-based solution. With a single channel of design, print and stakeholder communication, our customers work smarter by de-centralising unnecessary processes, empowering their networks, whilst retaining brand and financial controls.



The **co-operative**  
bank



REXEL GROUP



## The eSupply Portal

The eSupply Portal is an elegant web-based solution designed to deliver your brand assets, stakeholder communication, marketing and operational product portfolio across your branch network.

From simple asset management through to procurement and ecommerce services, the eSupply Portal enables your network to find and personalise a centrally controlled product range at the touch of a button, reducing central administration and lowering costs.

# Management and control



Managing a multisite network can be an administrative nightmare, but with besley & copp and the eSupply Portal, day-to-day operational and marketing tasks can be made simple, quick and cost effective.

The system allows you to empower your offices with a limitless portfolio of products and services, made available within a clearly defined framework.

Key benefits include:-

- Fully branded website
- Combined marketing and operational portfolio
- Controlled brand identity
- Creative design services
- Streamlined administration
- Reduced costs
- Pick and pack
- Managed storage and distribution
- Full network support

*Mike Stallard*

*ATM Relationship Adviser*

*The Co-operative Bank*

*"besley & copp have been suppliers to The co-operative bank for over 12 years, supplying ATM receipts, ATM signage and decals.*

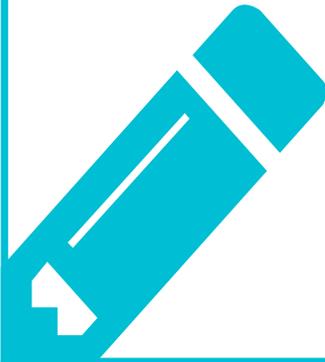
*The Bank has built a good relationship with this company, whose staff we have found to be friendly, professional, co-operative and **quick to react** to the Bank's various requests. We have found that besley & copp provide competitive pricing and options to assist us developing our business.*

*A good working partnership has developed and this company is a pleasure to do business with."*

# What We Do

## Design & Illustration

Our Studio has a reputation for creativity and attention to detail at an affordable price. Whatever your brief we will apply our friendly and flexible approach to ensure you get the outcome you deserve.



## Point of Sale

Whether you are attending an exhibition, need office signage or perhaps bespoke packaging, we have a complete range of point of sale products to suit all requirements.



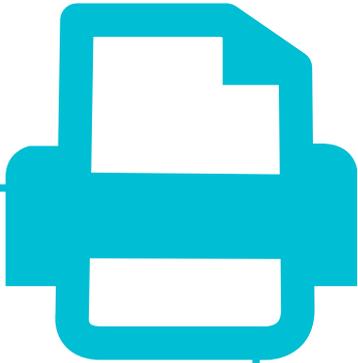
## Promotional Merchandise

Create a lasting impression with our superb range of promotional merchandise. Visit our website to view our full catalogue.

## Advertising & Social Media

Creating eye catching adverts and social media posts are important in today's digital age. We can help you roll out your campaign across multiple platforms with consistency and brand control.





## Print

Whatever your print requirements are, we have the expertise to deliver a high quality, low cost solution. From leaflets to brochures, envelopes to labels, we can supply everything you need to help you run and market your business.



## Workwear

Look great inside and outside of work with our extensive range of branded leisure & workwear. From sportswear to formalwear we have thousands of products to suit all budgets.



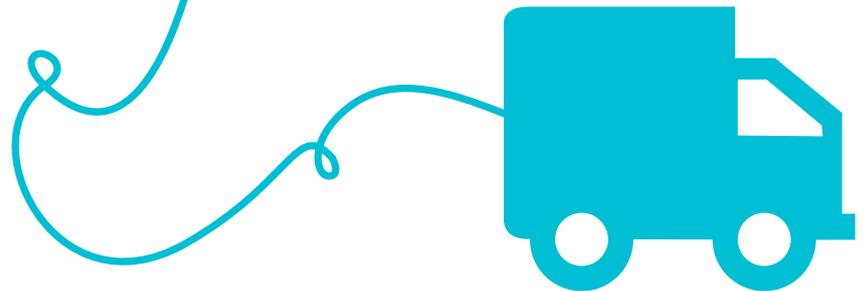
## Office Supplies

Take control of your office supplies spend with our one-stop next day delivery solution. From copier paper to paper clips, we can supply everything your business needs with consolidated invoicing and improved controls.



## Mailing & Fulfilment

Never underestimate the power of a well designed piece of direct mail. Whether you need a one-off mailing or an entire campaign, We can help you design, print and take advantage of reduced mailing costs.



## Storage & Distribution

If your business needs to store and distribute products to your network, our modern warehouse with it's flexible 'pick & pack' facility can seamlessly integrate into your day-to-day requirements.



Welcome to  
**WILT'S**  
electrical wholesalers  
marketing  
resource

**Whats New?**  
Editable Flyers



Flyers >

Spotlight >

Promotional  
Items >

Point of  
Sale >

Design &  
Print >

Business  
Cards >

LIVE SUPPORT 



## Case Study - Wilts

Wilts Electrical Wholesalers was established back in 1925 when an electrical contractor called James Brothers established the wholesale business in Trowbridge, Wiltshire.

Over 90 years later and now owned by the global distributor Rexel, Wilts is part of one of the largest electrical distributor networks in the UK which includes Newey & Eyre, Denmans, Parker Merchenting and WF Senate.

## The Problem

As with any multisite business, establishing controls across a network is challenging both in terms of day-to-day operations and marketing. With Wilts this was no exception.

Managing the brand on a national and regional basis was cumbersome and time consuming, resulting in unnecessary central administration and cost. The reaction time for national and local branch marketing initiatives was slow and distribution costs expensive. With multiple suppliers involved in the supply chain, brand consistency was also called into question. Being part of the Rexel stable, it was essential that all of these issues were addressed.

## The Solution

The key to multiple location management is to ensure that information is shared across the entire company simultaneously and with consistency. Operational information must be current and marketing material must be on-brand and available for immediate use.

Once we had established a full understanding of the customer's requirements, we recommended our eSupply Portal web-based solution that would enable Wilts to have a centralised controlled approach but with the ability to empower their regional branch network.

With the eSupply Portal in place, we were able to address all of the customer's concerns including the implementation of a branch order approval process, budgetary controls and the ability to order regional marketing and promotional material at the touch of a button.

As part of the project the supply chain was also streamlined creating a single-source solution improving efficiency, reducing cost and creating control.

Putting the technology in place was the easy part but measuring the results is more difficult. With the eSupply Portal we were able to provide valuable analytics to help monitor the site usage and identify which marketing initiatives were being used locally. An invaluable resource when looking at your R.O.I.

*"besley & copp are a highly professional and competitive company. We have purchased our print, catalogue distribution, promotional goods and clothing from them for a number of years. The multisite delivery that besley & copp provide us with is essential to our branch network and I wouldn't trust another company to provide the same level of service that we receive."*

*Andrew Daybell, Marketing Manager  
Wilts Electrical Wholesalers*



to establish control  
and find out more

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