

CUTLER CLEANING SUPPLIES MOP UP NEW SALES

Cutler Cleaning Supplies teamed up with a fellow Jangro member to effectively leverage product data and assets, ultimately producing a new product catalogue in just a few weeks.

THE CHALLENGE

Cutler Cleaning Supplies needed to enrich their online data and assets, then create a printed product catalogue that efficiently replicated their online offering to the marketplace. Their previous method of performing this task involved the tedious manual building

of catalogue pages which consumed valuable time, that often resulted in inaccurate and inconsistent results. The biggest challenge presented itself in the collection of concise product data, ready for new the publication. This challenge was so notably major, owing to the fact that the starting point for the product data and images was so sparse.

Key Achievements

The efforts of all parties involved resulted in Cutler Cleaning Supplies' enjoying their most comprehensive product catalogue to-date. The catalogue production was automated and streamlined by utilising a blend of bespoke development, image management, data cleansing, page

finessing and print management which all came together to deliver a class-leading publication.

The Work

Given the nature of the sparse product data available for the new catalogue, Fyooz combined the Cutler Cleaning Supplies' database with the database of a fellow Jangro member. Performing this task quickly, allowed product data and images to be enriched to a much higher standard. Fyooz went on to build the catalogue in an automated fashion, providing rapid proofs to allow the data to be quality checked, which significantly reduced the process compared to the previous publishing time (before any significant time was invested on the page finessing). Fyooz further assisted in expediting the launch to get the new catalogue to the marketplace as soon as possible, by managing the print thus providing a seamless end-to-end service.



Paul Whitehead, MD said:
"Working with Fyooz was a revelation. Their attention to detail,

the speed at which they produced the first draft and final catalogue was great, and their ability to act as detectives, with partial information from us was most helpful."



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THE RESULTS

At the end of the process Fyooz managed to produce a coherent, 52-page catalogue in a matter of just 4 weeks. The catalogue contained 3,000 SKUs, of which data for 50 products (2,000 SKUs) was leveraged from the database of a fellow Jangro member. All finalised product data was meticulously prepared to be updated and integrated into Cutler Cleaning Supplies' existing ERP system, ensuring consistency throughout the company. 1,000 images were scrutinised for quality and converted for the website import, adhering to the very highest standards.