

HOW TO SELL TAGS

You Can Tap The Profits In This Growing Market

You may certainly know what a tag is but do you know where the tag market is? Actually its everywhere when you look at the potential for repeat orders, and when you consider that tags can generate a whole new stream of profits from both new and existing customers, and you can see why distributors all over the country are taking a new look at tags.

Here are some tips to help every distributor tap the profits in this growing market segment. Manufacturers and retailers alike use tags in many different phases of their day-to-day business operations. No activity goes on in manufacturing without a piece of paper, usually a tag, going along to guide it. For inventory purposes, all materials in a plant must be marked as raw materials, goods in process or finished goods. Here alone you have the potential for three tags, each identifying the item and its place in the production process.

In manufacturing, there are also receiving tags, inspection and reject tags, hold tags, and move tags, to name a few. All these instruct people how to handle the material to which the tag is attached and all are an additional source of sales.

In the retail market you may find many of the same tags as those used in manufacturing. But retailing also provides a market for other types of special tags: sale tags, price tags, repair tags, layaway tags, alternation tags and delivery tags. These may be individual tags used for marking the price on an item or manifold tags that act as a customer receipt, a file copy and an identification tag.

Industrial applications tend to revolve around inventory control and shipping procedures. Raw materials are often tagged upon receipt and then retagged or updated as the material moves through the production processes to the finished goods area and on to the shipping dock

Service businesses require a wide range of tags including everything from garment tags for drycleaners to specialized tags for banks, travel agencies, repair shops, fire extinguisher companies and others.

Technical jargon sometimes makes tags seem complex; however, most of the concepts are quite simple.

Most tags are made from manila tag, white tag or one of 14 colors or coated sulphite (CSU) tag stocks. Some applications however, call for the use of special fluorescent color stocks, dyed in the pulp (DIP) stocks or other specialized stocks such as Tyvek™, cloth, latex impregnated, USDA approved or color-fast wet-strength stocks.

Manila tag, white tag and CSU stocks are available in thicknesses ranging from 10 thousandths to 15 thousandths of an inch thick to provide varying degrees of durability. Thickness is specified in points, with each point equal to .001 inch. For example, 13-point CSU is .013 inch thick and 10-point is .010 inch thick

Tags are available in three configurations. They can be provided in gangs of 2, 3, 4, 5 or 10; in fanfolded sheets; or as singles. Manifold tags can have from two to five parts of various stocks, including NCR papers or interleaved carbons.

Tag fastening systems include looped string or elastic, pulled-through-and-knotted string, wire and even heavy

copper fasteners. Metal eyelets are also available. Each of these systems can make the difference between a successful tag application and a failure. If you have any doubts about how these fasteners work, contact Hawks Tag for more information. You may want to ask for samples to show your customers.

As a distributor, you are well aware of the important role wholesalers play in the distribution of goods throughout our economy. Tags help identify, describe, explain and provide instructions as products pass through the wholesaling process.

The best method for identifying the needs of all these business categories is simply to keep your eyes and ears open. When you see an application, or a potential application, ask a few questions. Find out what the customer is trying to do - and what his needs are. Don't be afraid to approach us for specialized products to meet those needs.

Before determining your customer's needs for tags, arm yourself with a basic knowledge of tags.

Knowing tags can be made from atypical stocks such as Tyvek, Fluorescent, Permafiber and Vinyl, allows you to make suggestions about tag stocks that will satisfy specific requirements.

Tag presses are not limited by cylinder circumference for size. Remembering this allows you greater flexibility in suggesting overall tag sizes that match your customers' needs exactly. Combine this size flexibility with special features such as oversize numbering, extra perforations, diecutting, patching and stringing, and the combinations are endless. A study of special features offered by tag products will give you the knowledge you need to design tags to fit your customers' requirements.

After you've done a little homework on tags, you are ready to determine which of your customers currently use tags or have business needs only a tag will satisfy. Contacting your current customers is the place to start, but you're likely to miss tag sales if you depend on your usual contacts to assist you.

Work with your usual customer contact to arrange for a company tour during which you can identify areas in which tags are used. During the same tour, locate current forms usage that would be better served by a tag. If a form must have one copy that is heavy stock and must be attached to an item with a string or wire, a manifold tag will serve the need instead of a snap-a-part set

Selling the tag market is a matter of determining which of your customers use what type of tags and then matching their tag requirements to the many special features offered by the tag product. But even more important is the need for you to educate your customers of the fact you can provide them with the tags they need to keep businesses running efficiently.

It's easy to miss potential tag sales. Until you inform your customers that you are their logical source for tags, they will buy them elsewhere, or not at all. Make a point to "talk tags" on each sales call to get your share of the lucrative tag market

One of the exciting things about selling tags is that each situation is unique.

Identify and Sell with Tags

Blank Tags • Custom Made Tags • Numbered • Tyvek
Point-of-Sale Tags • Inventory Control • Manifold • Oversize
Production Tags • Shipping • Piece Work Tags • Aluminum
Stock Printed Tags • EDP Continuous
Wired-Strung Tags • Identification Tags • Warranty Tags
Tag Envelopes • Baggage Tags • Etc.

EXTENSIVE TAG MARKET INCLUDES...

Manufacturers	Retailers	Fire Extinguishers
Travel Agencies	Wholesalers	Furniture Companies & Stores
OSHA Tags	Banks	Gas Companies
Upholsterers	Hospitals	Hardware Companies
Chemical Companies	Government Agencies	Meat Packers
Car Dealers	Colleges	Oil Companies
Car Manufacturers	Rug & Carpet Manufacturers	Rental Companies
Parts Manufacturers	Material Handling	Freight & Moving Companies
City & Village Governments	Exporters	Laboratories
Electric Companies	Delivery Services	Machinery Companies
Health & Bldg. Inspection	Associations	Towel & Linen Companies
Waste Removal	Advertising	Textile Manufacturers
Tire Companies	Warehouses	Oil Mills
Nurseries	Police Departments	Wire Mfg. Companies
Elevators	Feed, Farm Stores	Appliance Mfgs. & Dealers
Steel Processing	Shippers	
Rental Equipment	Parking Lots	