

Success Stories

Bringing You Success, One Story At A Time.

Abercrombie & Fitch

Color Lab

Overview: The distributor was brought into this sales situation by way of a shelving manufacturer's sales lead. A call was made on the Project manager. The color lab stores fabric samples of all products sold in Abercrombie & Fitch stores. The department filed in four-drawer vertical cabinets with no color coding.

Solution: The distributor provided a mobile shelving system, expansion pockets, and NetLabels software and conversion services. The pockets are filed by store, sex, seasonal year, and vendor name and vendor mill. The first color-block codes the store/sex, the second color-block codes the season/year. The 3-band-alpha codes the first three letters of the vendor name. **The distributor reports an annual reorder potential of 1500 pockets and NetLabels stock for every quarter.**

Additional information: The distributor plans on contacting other commercial accounts in his territory.

The label style used was 1174. You can view or print a sample of this label by going to www.netlabels.com . Now, click on the "print labels" box. Enter "guest" under username and password. Lastly, just scroll down the label styles until style # appears and click on it.

To contact our NetLabels Support Group, call (800)873-4427 and ask for NetLabels, or send an E-Mail to netlabels@gbscorp.com.

