

# EARNING TRUST, BUILDING RELATIONSHIPS



We work hard to earn customers' confidence

## THE CHALLENGE

For automotive suppliers failure is not an option. They rely on their own suppliers to deliver only the highest quality at all times, but even the most reliable, long-standing business relationships are tested and that's when contingency plans are crucial. IDENTCO had been doing business with a manufacturer of auto interior components for a number of years, beginning with printer and software consulting, and building the relationship over time. When a particularly challenging label application arose, they turned to IDENTCO because there is no room for error in a business with so many moving parts -- literally and figuratively.

### SECTOR

Automotive Suppliers

### SEGMENT

Occupant Safety

### FUNCTION

Tracking & Traceability,  
Product Identification



## THE SOLUTION

As the printer supplier, IDENTCO worked hard to earn the customer's trust. We brought in an application engineer for printer installations and endeavored to understand their business needs. When this non-standard application arose, they had a high degree of confidence in IDENTCO. While some label suppliers look at a tough application and say "It can't be done," IDENTCO is always up for a challenge. True to form, we delivered for the customer in this instance, as we did many times over as our relationship grew over the years from printers and stock labels to die-cut parts and custom printing. And when they were ready to upgrade their printers, there was no question who would get the business. IDENTCO understands that new applications arise and quantities change, so we are flexible and responsive as a supplier, qualities that our customers obviously value.