



Client Snapshot | Region: South America  
Industry: Tools



## Development of a Private Label



### Setting

- A Brazilian based Do-it-Yourself (“DIY”) retailer had reached critical mass in its number of points of sale and wanted to develop its private label offerings.
- The retailer had minimal experience in direct importing from China and had never developed their own private label brand.

### Challenge

- Create a brand for the hand tool and tool kit category taking into account appropriate SKUs, quality levels, logos, colors, development of a planogram and the design of end-cap space. All this needed to be accomplished while helping the retailer adjust to the logistical challenges of importing from Brazil.

### Solution

- An in-depth knowledge of the tool category allowed Sertus to guide the client as to the appropriate SKU selection, quality level and appropriate retail packaging
- Sertus provided guidance and hands on involvement in artwork development using our in-house graphic design team
- Sertus sourced from multiple suppliers, managed uniformity of quality, produced packaging and artwork in order to launch the category.
- Sertus management and logistics division worked with the retailers import division to set up SOPs, develop relationships with freight forwarders and plan out the timing of orders to ensure efficient inventory management.

### The Results

- Development of a private label brand that eventually led to line extensions resulting in over 80 SKUs with sales far exceeding other brands the retailer was carrying
- Expansion into numerous other categories such as hardware, garden and homewares by using newly created brand strength
- Increased gross margins for the retailer and put in place an efficient supply chain while maintaining quality control, on time delivery and inventory management

