

Complete Solution Client Case Study: Global Partnership for Chemical Distribution

The Challenge:

Find a cost effective distribution avenue for automotive chemicals in the European marketplace.

Our customer needed to distribute service fluids to meet the requirements of vehicles being exported from the United States to Europe. However the labels and toxicology information were in English and did not comply with European standards. In addition, our customer wanted to minimize their manufacturing and distribution supply chains.

Our Approach:

Partner with a European customer to expand global distribution, as well as label and regulatory capabilities.

Excelda met with various suppliers to look for a global partnership to distribute automotive chemicals in Europe. A German company, WIGO, was a perfect fit. WIGO is among the most successful German producers of chemical products for branded goods in the private label sector. Since WIGO was already familiar with the chemical product lines, they were knowledgeable of all toxicology standards and regulations. They also helped to bridge the language barrier in regards to the multiple language translations needed for each product label.

Our global partnership with WIGO has increased distribution capabilities in European markets.

The Result:

Ability to distribute automotive chemical products into 22 different European distribution areas.

The partnership between Excelda and WIGO is proof that a complete solution extends into the global marketplace. We have been working together to service our mutual customers for over ten years.

