

HOW TO HANDLE 2000% GROWTH WITH AUTOMATION AND CONSOLIDATION

SITUATION

The **Oregon Auto Dealers Association** is a major supplier of dozens of state-required forms and other operational goods for its membership. Several years ago, the OADA Board, realizing how much revenue was tied to printing and related items, expanded the department and hired a print manager pro, Shawna Risner, to grow it. Ultimately, recognizing they had the capability to serve dealerships in other states, they decided to expand nationally!

CHALLENGE

How to increase the production and delivery of print and other custom-branded items across a national footprint became the challenge. AUTOMATION was an obvious need, not to mention SUPPORT services to handle returns, inquiries, tracking requests, and the like on a national level. OADA also realized they needed to create a new brand for the USA-wide program, and **flywheelnw.com** was born.

“My customers... turn to me because they're confident that they can count on 3 things: the best price, the highest quality and the fastest delivery.”



SHAWNA RISNER
Director of Print Operations,
Oregon Auto Dealers Association
flywheelnw.com



18 MONTHS
CONCEPT TO LAUNCH



30x
OF ORDERS GROWTH



100%
ANNUAL GROWTH (NATL.)

SOLUTION

Shawna's code guys began building a website for **flywheelnw.com** and establishing online search presence, a process that took a year and a half, while Shawna arranged the product line-up and infrastructure for sales and support. From the beginning she turned to her wholesale manufacturing partner, **Automotive Service Products** for solutions. ASP immediately began supporting the website construction project, sharing images, wording, and product knowledge. ASP also provisioned and provided access to **ASPConnect™**, the online shopping, ordering, communications, and real-time information system ASP developed for Distributors. ASP also gave Shawna a single point of contact for dealing with custom products and other "special case" situations.

BENEFIT

"**ASPConnect™** is like an extension of the ASP management team," says Shawna. "I'm able to get any information I need. I can see inventory availability, get tracking numbers and copies of invoices, and generally conduct all business online. Plus, they stay up to date on the latest market trends, continuously updating their product offerings to keep us ahead of the competition – and additions and updates are instantaneous in the system", she explains. "This, coupled with the incredibly low pricing that ASP offers, makes the overall purchasing experience a difficult one to beat."

RESULT

flywheelnw.com's growth has been exponential! Their number of orders is now doubling each year, and total orders are some 20–30 times the number of orders OADA used to process.

"Why would an auto dealer in Florida buy online from a supplier in Oregon?," Shawna quizzes. "The answer is: 'We pride ourselves on providing a top-notch purchasing experience for our customers. We measure ourselves via our online reviews. Of the five-star reviews we've received, ASP has been a part of at least half of them, working behind the scenes delivering a quality product and fast!'"

"I'm grateful for the partnership we've had with Automotive Service Products over the years and know that with them on our team, we'll enjoy continued success for many years to come!"



SHAWNA RISNER
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