

# Case study: "Deco Inc."



## Profile partner company

- High quality decorative wall panels
- Facilities in Ohio and Michigan
- More than 50 years' experience
- Leader in innovation and design

## Introduction

The organization "DECO Inc." has been manufacturing hardboard and decorative wall panels for 50 years, having a solid sales network through major US DIY retailers such as Home Depot and Lowe's. The consumers appreciate the panels' patterns, the high quality wood structure as well as the competitive pricing.

## European sales expansion

Through US trade shows a sales opportunity with a big retailer in Eastern Europe had raised the board's interest to expand internationally. The company efforts to develop a local presence in Western Europe from the US had very limited success and the board made the decision to team up with EuroDev to access to the European market.

The first step of our collaboration was a 4-month introduction program. During the research program, EuroDev provided the following benefits:

- Understanding of the market competition and other wall decoration solutions available
- The removal of language barriers and fluent communication with local time zones
- The identification and qualification of the market potential
- Flexibility in planning and execution

## Game plan

- ✓ Perform a competition and pricing analysis
- ✓ Research on the size and trends in the DIY industry
- ✓ Generate leads & organize a sales trip with qualified meetings
- ✓ Set up strategy and recommendations in order to increase the sales
- ✓ Identify key DIY retailers and wholesalers' profiles in Western Europe

## Results

After the 6 month introduction period and a successful sales trip, visiting several retailers of the Kingfisher group and several countries, we could confirm the real potential for the product in Europe. We were happy to validate that the pricing policy was right in the market trend, the product quality above the market offer and the eco-friendliness and sustainability of the product definitely an asset to attract environmentally conscious EU consumers.

Our discussions with the European DIY buyers clearly proved that it would be a challenge for EU consumers to buy and transport 4 x 8 inches panels directly from DIY chains and a product adaptation was validated to comply with the local product sizes.

## Next steps

In order to be successful in working with the big DIY chains in Europe, "DECO Inc." has adapted the product offer to the market in demand of more practical and easy-to-carry product sizes. Furthermore, it is key to follow the European trends and designs.

In a second phase, and to further increase the sales, "DECO Inc." has to serve smaller players across Europe too. The EU Team has studied different models and a decision will be made in the next couple of months to go through a distributor or with a warehousing solution.



Multilingual staff, dedicated to the partner's success

The willingness to go the extra mile

A full European business development range



Cost-effective solutions to grow the European presence



Experience and network within the EU markets

## About EuroDev

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding, we have partnered with over 300 companies to help them define and meet their European business goals.

## SALES OUTSOURCING

Dedicated sales teams for North American manufacturers who want to expand in Europe.

## HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU.

## DIGITAL MARKETING

Result-driven B2B marketing for North American companies, at the service of their European clients.

## M&A CONSULTING

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