

## BORDER STATES ELECTRIC

Founded in 1952 and headquartered in Fargo, North Dakota, Border States is the seventh largest independent electrical distributor in the United States. It is one of the largest 100% employee-owned companies in the U.S and was created when two entrepreneurs wanted to serve the electric utility industry. Today they provide quality products, material management solutions, and industry expertise to tens of thousands of customers in the construction, industrial, and utility markets.

### THE CHALLENGE

#### EFFICIENTLY MANAGING PRINT AND FULFILLMENT SERVICES FOR LOCATIONS ACROSS THE COUNTRY.

The volume of products and locations provided a unique challenge to BSE to manage inventory, fulfillment, and print production logistics. The need for storage space proved to be costly and difficult to manage. Efficient shipping and inventory management also proved to be a challenge with various materials spread across multiple locations.

### THE SOLUTION

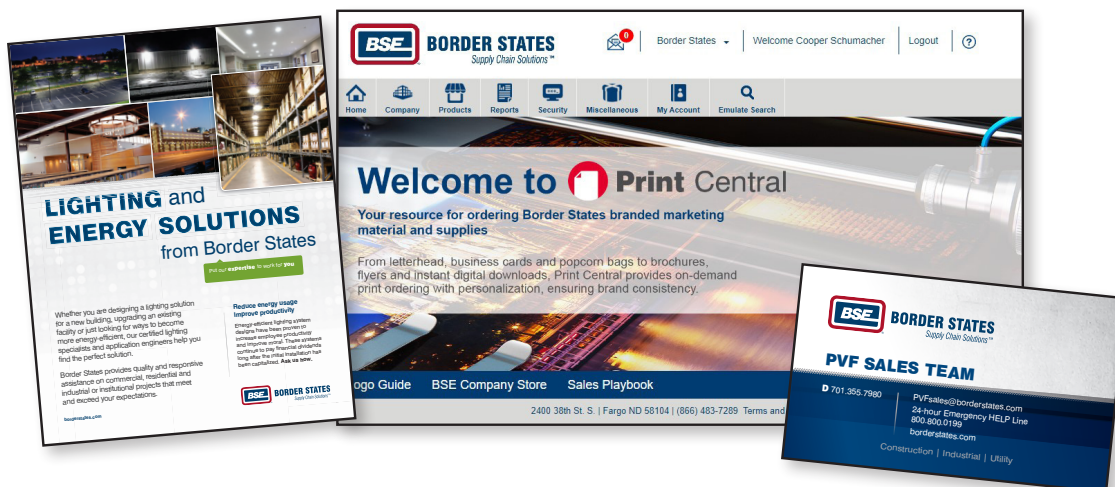
#### CONSOLIDATE ALL ORDERING, FULFILLMENT, AND PRINT SERVICES UNDER ONE ROOF TO ENSURE ACCURACY AND EFFICIENCY.

NextPage's Studio portal allows BSE to ship their large catalog of products to any location nationwide. The Studio portal combines on-demand variable printing capabilities with pick and pull fulfillment services for existing products. Ordering and fulfillment has never been easier for the more than 145 products available to the BSE team.

### THE RETURN

#### AN EASY-TO-USE PLATFORM FOR ALL PRINT AND FULFILLMENT NEEDS.

BSE now has an efficient, company-wide system to order materials and manage inventory with easy fulfillment available in one single space. BSE saves money, time, and space by using the Studio portal eliminating the need to store materials across multiple locations and outsource personalized print marketing materials. This all-in-one solution provides faster ordering, organization, and communication.



*"We were looking for an efficient way to approach our unique challenge of managing inventory, fulfillment and print production logistics across multiple locations and states. NextPage took the time to understand our needs as a company and provided a solution in Studio portal that aligned our print and fulfillment needs providing for faster ordering, organization and communication."*

*– Shelley Anderson, BSE Creative Services Manager | Communication*