

A steady business in just 12 months

Corby based Carl F Petersen Ltd has added a new revenue stream, expanded its product offering and improved customer relations - simply by introducing Briwax Professional lacquer pens to its range.

The company has been supplying window and door hardware to the PVC-u replacement industry for over 15 years. "We are always looking to improve our portfolio," explained Business Development Manager, Bruce Bradshaw. "Ideally we would like to reach the point where we can supply virtually everything the window and door manufacturer requires. Early last year we added the lacquer pens and haven't really looked back."

Used mainly by manufacturers to cover the mitre joints which are inevitably exposed when applying wood effect foils to a white base, the lacquer pens are also put to good use in repairing minor, accidental damage. However, in addition to its business with manufacturers, Carl F Petersen also supplies specialist tools and consumables to fabricators and installers and the pens have proved equally popular amongst these customers.

Customers placing an order with the company's sales team are reminded about the pens and, because this is a relatively low cost item, they often decide to stock up and take some pens on the same delivery.

"Initially we intended to rebrand the pens," added Bradshaw, "but we have realised that a significant selling point is the well known and respected Briwax name. We target the more professional companies and they will always want to give their products the best possible finish – lacquer pens have proved an excellent complement to our product range and customer offering. Having said that, we also need to make a profit and we have quickly established a very steady lacquer pen business."

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