

BIG BEAR SUPPLIES LTD

Wholesalers of fixings and small parts to
the marine industry

CASE STUDY

PASCALL ATKEY “CAPTURES” BIG BEAR!!

World famous Cowes Chandlers Pascall Atkey & Son have converted to Big Bear Supplies Marine Pre-packs for all stainless steel and brass fasteners.

Pascall Atkey, Ships Chandlers since 1799, have until now packed their own loose stock & displayed it in plastic bags. However, due to the high cost of staff time and the need for accurate labeling of packs, the supply of marine fasteners, though an essential service to their customers, had become uneconomic for Pascall Atkey to continue in this manner. In addition as store manager Nick Roberts, stated, “Our customers need to find the fasteners they want quickly and easily from a wide range and it has become increasingly difficult to keep our display tidy and well stocked”.

Big Bear Supplies agreed to re-merchandise the Pascall Atkey display and re-pack all stock into their distinctive, clearly labeled, durable and re-closable packs, grouped into an attractive and easy to use self selection display featuring categories – SS Self tappers, Woodscrews, Machine Screws, Hex Bolts and Set Screws, Cotter Pins and Brass Woodscrews, which now comprise the Pascall Atkey range of marine fasteners

Big Bear Supplies Managing Director Julian Smith said that this was a major undertaking and the largest conversion they had undertaken so far. They were delighted to be able to work with such an eminent and well known Chandlers to update their display of fasteners and introduce the Big Bear product range.

Big Bear staff had to first audit the entire range and then in a carefully planned operation re-organise and restock the display which involved re-packing over 6,000 screws, bolts, nuts and washers – a considerable undertaking spread over several days.

Final comment from Nick Roberts – “The new display looks fantastic and will dramatically increase our profitability from these essential items.”

For more information about the Big Bear Supplies range of Stainless Steel and Brass Fasteners contact:

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A BIG BEAR DISPLAY STAND



PART OF THE NEW BIG BEAR DISPLAY AT PASCALL ATKEY



A SECTION OF THE OLD PASCALL ATKEY DISPLAY

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