



Omnichannel Commerce Strategy for Tradeshows | How Salsify Helped Dorel Juvenile Save \$30,000 on a Product Catalog That Never Goes Out of Date

In previous years, Dorel Juvenile spent countless hours compiling and producing their annual print catalog. This year, however, Salsify helped Dorel Juvenile bypass the labor-intensive process and equipped the company with shareable digital catalogs for their biggest tradeshow of the year. The company saved money and positioned themselves as a cutting-edge supplier that provided buyers with resources that extend beyond the life of just one show.

THE CHALLENGE

For Dorel Juvenile, their annual catalog was their primary vehicle for exchanging product information at tradeshows and with various retail partners. But the company was quickly feeling the growing pains of using print catalogs to represent a growing product assortment in a rapidly evolving e-commerce landscape.

An annual information compilation nightmare

Without a database to store rich marketing copy in, product information was kept in inDesign files or created on-the-fly once a year. Each June, sales would kick off a catalog review process, and then spend 6-8 weeks chasing down product managers to fill out new product information in spreadsheets. About 20 people played a role in getting the catalogs printed by September.

But the process wasn't just labor-intensive; it was also expensive. After all of this work, the company would spend tens of thousands of dollars just to get the catalogs printed.



company profile

Dorel Juvenile is the world's largest manufacturer of juvenile products in its categories, specializing in car seats, strollers, and other baby safety equipment. Its brands include Cosco, Maxi-Cosi and Safety 1st, the creators of the iconic Baby on Board sign. The juvenile group is a division of the larger Dorel brand, which also includes extensive recreation and home furnishings divisions.

Limited benefit for a high cost

Even with the large investment upfront, the printed catalogs were out of date almost the day they were printed. They were printed to coincide with one major tradeshow and then used with retailers throughout the next 12 months, but they couldn't reflect new products as they were introduced or incorporate the latest images, copy and other marketing assets that were created during the year.

No support for videos and other media assets

Videos and images provide customers with valuable 360-degree views of products online, and companies are shifting a large portion of their marketing efforts to focus on creating these visual assets.

But printed catalogs rarely show more than one or two images per product, and of course can't include product videos at all - making it difficult to fully translate a company's ecommerce marketing strategies through catalogs.

Too heavy to carry around a tradeshow

Finally, printed catalogs are simply *heavy*. For buyers walking tradeshow floors for hours, yet another printed catalog is more likely to be tossed out to lighten the load than kept and perused the way companies hope they will. (Ultimately, you want it to be easy for buyers to keep track of and remember your products!)

THE SOLUTION

When Salsify first connected with Bob Land, Vice President of Consumer Engagement for Dorel Juvenile, he'd just been hired to accelerate global marketing efforts.

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- Bob Land

VP CONSUMER ENGAGEMENT,
DOREL JUVENILE

He wasn't specifically looking for a solution for Dorel Juvenile's product information management challenges, and especially not a solution for their catalogs headache in particular, but he was surprised to discover that implementing Salsify would actually help accomplish these broader goals.

“We wanted to really grow and sell more products in more outlets, and it's amazing how much great product information management plays a role in that,” Bob said.

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As Bob and his team got oriented with all of the Salsify features they could use for this purpose, configuring a shareable digital catalog in time for the ABC Kids Expo - Dorel Juvenile's biggest tradeshow of the year - seemed like a great first project to start.

Central location for information:

The ABC catalog would only include about 300 products from 3 brands, but Salsify loaded 12,000 Dorel products from the company's ERP system in just a matter of hours.

As product managers began sending in spreadsheets of new information for the ABC products, Joni Lynch - product manager for Dorel Juvenile's Safety 1st division - simply imported the spreadsheets into Salsify and let the tool automatically map the new information to their respective products. She could also add additional interactive media to each product - videos, links to other related products, etc. - that aren't supported in traditional print catalogs.

Quality control of their content:

Getting all of the information in one place also gives Joni and her team a high-level view of the quality of their content - what's missing, what's not missing, what's been updated, what hasn't been updated, etc. This kind of insight was a challenge in their spreadsheet-only world.

Support for continual product onboarding:

With teams using Salsify as a central workspace for creating, updating and collaborating on product information, Joni and her team no longer have to put a catalog together just once a year.

The Dorel catalog is a "living" document that is easily kept current. Gone are the days of kicking off an annual catalog project as the teams can keep it current all year long.

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- Bob Land

An added benefit is the ability to create specialized catalogs quickly with the latest product information in the system - minus the data collection headache and the wait for someone to perform inDesign magic.

Instant catalogs for every use case:

Creating a catalog is as simple as selecting products and information a user wants available, and clicking a button. As a result, Dorel Juvenile can now have as many catalogs as they want - catalogs for every tradeshow, catalogs specific to each of their brands, catalogs tailored to every retail partner, etc.

Great user experience for buyers:

The digital catalogs give buyers a more in-depth view of Dorel Juvenile's product offering without the burden of hauling around yet another bulky printed catalog.

Not only do the catalogs support richer media assets - videos, multiple images, links to other products, etc. - than printed versions, they're also searchable and filterable by brand, category and new products.

Even better, because buyers are given links to catalogs powered by Salsify, they constantly have access to the most up-to-date information in the system.

“Spreadsheets just don’t cut it anymore,” Bob said after seeing what Salsify could do. “Our marketing team needs a tool like Salsify if we’re going to keep evolving as quickly as e-commerce does.”

When the ABC Kids Expo rolled around, Dorel attendees were armed with digital product catalogs loaded onto iPads. Throughout the course of the four-day show, the catalogs were viewed nearly 5,000 times. They received praise from both Dorel and the buyers they encountered at the show, who were either given a business card with links to the catalogs or emailed links on the spot.

“What’s great about sharing a Salsify catalog with buyers is that the relationship extends beyond the life of the tradeshow,” Bob explained. “We can give buyers access to the most up-to-date product information.”

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WHAT’S NEXT

Now that creating an annual tradeshow catalog is no longer an issue, Dorel Juvenile has plans to create multiple brand-specific and retailer-specific catalogs in the new year. They’re also looking at Salsify to help them share images internally, and generate sell sheets for individual products to better equip their sales team.

Dorel Juvenile is also taking advantage of Salsify’s extensive item onboarding capabilities to support the volume of new products they introduce a year.

They’re planning to start automatically populating retailer item setup templates with Salsify as well, which will help them sell to more retailers more efficiently.

“Internally, Salsify is magic,” said Bob. “Anytime someone runs into a problem they want to solve, people say, ‘Why not use Salsify?’”

To learn more about Salsify, please visit:
www.salsify.com