

\$60,000+
saved in set up fees

3,600 hrs
saved in set up process

3 days
for PromoStandards set up

SUCCESS STORY

My Wholesale Business Card

About My Wholesale Business Card

Founded two years ago, My Wholesale Business Card, part of My Metal Business Card, is a supplier specializing in metal, wood, and plastic business cards for their customers. Having produced more than 13 million cards, they strive to provide exceptional customer service, communication, and a smooth ordering process.

The Background

As a newer supplier making its way in the promotional products industry Account Executive, Brant DeBoer, was looking for ways to make his company's products more accessible and easy to find on search engines for distributors, while also making their product data PromoStandards-compliant.

"You pretty much have to be PromoStandards-compliant to work with larger companies in the space, because it's more efficient for the ordering process," said DeBoer.

DeBoer met with a third-party development team to explore building PromoStandards endpoints themselves. The project was estimated to cost \$60,000 and take six months to complete.

"The project would likely cost more and take longer if we went that route, not to mention the ongoing maintenance of the endpoints."

After receiving recommendations to DC from several mentors in the industry, DeBoer decided DC had everything they needed to move forward.



"That's where I see the biggest value in DC is utilizing those PromoStandards endpoints to connect with larger distributors. Companies can automatically pull our data with the DC OneSource API, which is awesome.

There's a dashboard showing me who's pulling our product data like Halo, Geiger, and some other distributors we work with."

Brant DeBoer
My Wholesale Business Card
Account Supervisor

The Solution

My Wholesale Business Card decided to partner with DC to quickly and accurately transform their product data into PromoStandards with DC's OneSource solutions, as well as make their products available in the DC Product Search tool for thousands of distributors to discover.

DC was able to transform and distribute My Wholesale Business Cards' product data in a matter of days.

"With other Product Search platforms we're on, I had to set up all the products manually. It took me months to get the products up correctly," said DeBoer. "With DC, one of the major selling points that really got me is how easy it is to get products added. I exported all of our products in an Excel sheet and sent it over with the product images and they were up the next day. That saved me tons of time, that was huge. I loved that it was super easy."



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The Results

Within the first month of signing on with DC, DeBoer said they're already seeing results from being on the platform.

"We've received multiple calls per day from people finding our products on DC, which is more than I expected because we just started and I have only optimized our popular products. I was happy to see some people finding us from the platform."

With OneSource, distributors and service providers can access high-quality product data from My Wholesale Business Card through a single API.

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Curious how DistributorCentral can help you transform your data, and increase your exposure to future customers?

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