

Phoenix Terminal Solutions: a new level

Founded in 1892, Phoenix Products Company Inc. designs and manufactures lighting fixtures for some of the world's harshest environments, including bulk handling stockyards. One of its key markets is the bulk handling industry a critical link in the world's supply chain. How a terminal utilizes the ever-changing technology available in this competitive industry can have a direct effect on the operator's bottom line. For this reason, having integrated systems and concise information about them is crucial.

FILLING A VOID

For years, Phoenix has been observing the many unique characteristics of the terminal industry from the long buying cycles to the amount of capital investment required to remain competitive. The distribution channels are also unique. In many cases, the manufacturer, OEM and specifier are all located on separate continents, which often complicates the management of these projects.

Phoenix has responded to these distinguishing factors with an innovative new business model — Phoenix Terminal Solutions. It sells Phoenix's lighting fixtures in addition to other industry-leading manufacturers' of specialty equipment.

THE FORMATION

Prior to doing anything, Phoenix researched, interviewed and judged key market professionals' reactions to its concept. The response was positive, and it was convinced it was the right thing to do for two predominant reasons:

- ❖ **Trust:** Phoenix is more than 123 years old. With its rich history and the credibility built over the decades, customers were confident they'd be presented with top-quality products from trusted suppliers.
- ❖ **Efficiency:** there was also a consensus that, with PTS bringing more products from more manufacturers, customers would learn more from a single sales call than they would by meeting with four or more separate vendors.

Phoenix has aggressively grown its presence in the terminal market for lights installed on equipment worldwide. Scott Fredrick, CEO of PTS and Phoenix explains, "A good deal of our

growth has been in LED technology and was leveraged when we established a specialized port sales team within Phoenix. Until then, we weren't able to identify an alternate sales channel that would focus exclusively on the port market, be adaptable to the long buying cycle or have a multi-national presence required by the industry."

FORMING PARTNERSHIPS

In addition to Phoenix, PTS currently represents two premium manufacturers — LASE and Bright Light Systems. But this is only the beginning. Fredrick states that they plan to add others possibly organizations based overseas that are looking to grow in the North American market. Plans also exists to partner with American companies looking to expand into international markets because its port sales team already has a strong presence in Europe, Latin America, and Asia.

In reference to LASE's new partnership with PTS, Lars Ambrosy, CEO of the Germany-based manufacturer says, "LASE strengthens its presence by this partnership. Phoenix stands for quality as well as high-value products and services, which also reflects the philosophy of LASE."

This increased presence means more information for port operators who may not have the exposure to these manufacturers due to time or geographical constraints.

MAXIMIZING RESOURCES

Fredrick further explains, "PTS' sales team had proven to be very effective. It includes credible, port industry veterans with a wealth of applicable knowledge." This brings a wealth of resources and a new level of service to terminals worldwide.

PTS has been fully operational since January 2015. Thus far, the market response and overall performance of the newly formed, specialized company has exceeded expectations. The project opportunities are abundant, and appointments have been incredibly productive.

All in all, it's been a very promising start for a company that is challenging the *status quo* and working to optimize distribution in the port industry.

