

HOW TO...

SELL OFFICE PAPERS

sensational paper sales!

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If you still believe that paper is just a commodity item that is bought in bulk at the cheapest price for copier machines then you're missing out! With advances in technology from colour photocopiers to digital photography, the lowering of prices of these technical products and the increase in SoHo's (small office, home office) the possibilities for selling paper solutions have never been better.

I believe that you should listen to your customers in order to understand exactly what their needs are. Does the customer need a multifunction paper for copying and laser printing? Or perhaps a more specialised product such as an inkjet paper that is suitable for printing photographs? Your paper supplier will be happy to explain all the technical aspects of their products – and make sure you keep your information up-to-date, as the paper industry is constantly developing new products and tailor making marketing concepts for end-users.

With all these developments in the world of paper, I believe that we are now transforming paper from a mass market commodity product sold on facts and by price to a high interest product that can be differentiated in the market by branding. Branding adds value to the distributor and the end-consumer by nurturing bonding and loyalty and by appealing to consumer's emotions. So make sure you specify branded paper ranges.

For example, at UPM we have developed two branding concepts: The Yes brand is for people who use paper at home or in micro-enterprises and the Future brand for professionals in big companies. Both range composition and marketing concepts are



tailored towards the different market needs, which in turn makes promotion of the products much simpler for press advertising, sponsorship and co-branding activities. We also support our distributors by providing them with branded above-and below-the-line support, from product training, workshops, brand parties to trade competitions, posters etc. in order to provide support and make their jobs a lot easier.

Package design and point-of-sale material are also natural extensions of branding paper ranges. Package solutions can now be tailored to market needs so in addition to the traditional range of 500 sheet packs, look out for smaller packs for the SoHo market such as for photo papers, business cards and CD/DVD labels. Package design should be simple, clear and attractive, as end consumers generally don't have high technical paper knowledge so the packaging needs to enable consumers to make quick, informed decisions about choosing the right paper in order to make optimum use of it.

In order to give office papers top in-store exposure, make sure that the ranges you stock are aided by attractive point of sale material. Stimulating purchaser's interest within the retail environment is very crucial and can also be helped by appropriate in-store training for retail staff. ■

TOP TIPS

4 TOP TIPS FOR
SELLING OFFICE PAPER

- >> OFFICE PAPER PRODUCTS HAVE DEVELOPED ALONG WITH TECHNOLOGY IMPROVEMENTS – KEEP YOUR KNOWLEDGE UP TO DATE!
- >> DIFFERENTIATE YOUR OFFERING TO CUSTOMERS BY SPECIFYING BRANDED OFFICE PAPERS
- >> BRANDED OFFICE PAPERS ADD VALUE TO THE DISTRIBUTOR AND THE END CONSUMER BY HELPING TO BUILD CUSTOMER LOYALTY
- >> ATTRACTIVE POINT OF SALE MATERIAL FOR OFFICE PAPERS STIMULATES PURCHASERS INTEREST WITHIN THE RETAIL ENVIRONMENT