



FLOORTEX<sup>®</sup>  
s o l u t i o n s



multi-million  
annual sales  
from Staples.com

## Floortex

### Upscale vendor finds success with dropship program

Beginning in 2008, Highlands leveraged relationships with retail leaders to help build Floortex into a category leader. Now averaging multi-million dollar annual sales, this upscale office and home furniture accessories company is a Highlands success story.

#### The Client

Specializing in the office and home furniture accessory market, Floortex offers an unrivaled range of products to protect and extend the cleanliness and safety of surfaces. From floors to doorways and desktops, they have an extensive range of upscale polycarbonate and PVC and Eco-friendly mats to preserve every surface, both indoor and outdoor.



## The Challenge

Looking to break through to other online retailers, Floortex was limited in its relationship with Staples.com. Dealing with them directly proved challenging, especially when trying to build and manage that relationship from Floortex's overseas headquarters.

Floortex contacted Highlands for help breaking through and leveraging their relationship with Staples.com, and to build new assortments in other divisions such as Quill and Staples Advantage.

## The Highlands Difference

Highlands stepped in and bridged the relationship between Floortex and Staples.com beginning early in 2008. By already having rapport established with the top retailers, the Highlands representative effortlessly reached out to the right merchants to partner with Floortex.

By tapping into the trusted reputation and solid foundation offered by Highlands' key account executive for Staples, Floortex was able to add multiple s.k.u.s on site and develop a best practice drop ship service resulting in repeated years of high double digit growth.



*"We were surprised to find that the unique features of the product appealed to our customers, even at a much higher retail [price]."*

## The Results

Floortex saw explosive results, and shot to a position as a category leader for quality, upscale chair mats and similar products. Top merchants now look to them for innovative ideas, styles and features that are unparalleled by other vendors.

Starting in 2008 and continuing through 2016, Highlands has continued to expand the offering multiple times per year until Floortex's full product assortment was well-established as a direct drop ship program with Staples.com.

With help from the expert team at Highlands, Floortex has seen an average sales increase of 40% year over year and now enjoys catalog page visibility and a prominent presence on all Staples affiliated websites.