

# Geiger Group happy to “promote” savings and bottom line impact

**CLIENT** Geiger Group

**COST CATEGORIES**

Office Supplies & Wireless Telecomm

**SECTOR** Promotional Products

## 26% REDUCTION IN OFFICE SUPPLIES AND WIRELESS TELECOM COSTS

### THE CHALLENGE

Geiger Group is the largest family owned and managed distributor of promotional products in the United States. Their offerings include logo-imprinted shirts, hats, mugs, pens, and countless other items. Geiger also produces the Farmers’ Almanac.

Geiger engaged Expense Reduction Analysts (ERA) to review Office Supply and Wireless Telecom costs. While internal efforts had already realized significant savings, Geiger wanted to see if ERA’s cost-reduction analysts could find additional savings opportunities.

### THE METHODOLOGY AND DELIVERABLES

ERA’s technical experts thoroughly analyzed Geiger’s purchase history and methods for both Office Supplies and Wireless Telecom. Geiger already had excellent relationships with both incumbent suppliers, including good price points.

After detailed review, the ERA analysts found saving improvements. By leveraging their knowledge of market best pricing and methodology, and issuing a formal RFP for offices supplies, ERA was able to deliver additional savings of 26% -- using the incumbent suppliers. ERA also secured a signing bonus and annual rebates for the Office Supply spend.

### ONGOING BENEFITS

Geiger Group continues to benefit from its ERA engagement. ERA analysts are providing these ongoing services:

- Identifying and correcting inaccurate invoicing.
- Highlighting additional saving opportunities.

- Providing the resources to support ongoing wireless needs, such as ordering new equipment and adjusting plans.



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We are appreciative of ERA’s work and were impressed with the results, especially since we had already done so much internally.

Dale Denham, Geiger CIO

### PROJECT INFORMATION

<b>Expenses :</b>	Office Supplies & Wireless Telecom
<b>Annual Savings:</b>	26% Plus Ongoing Benefits
<b>Client Industry:</b>	Promotional Products
<b>Suppliers:</b>	Incumbents

**GeigerGroup**<sup>TM</sup>  
A FAMILY OF COMPANIES.