

Stow is a rack manufacturer and shuttle builder. They have these 1D and 2D versions.

We are working since many years to increase our Share of Wallet. After many additions out of many GBC's we offered a VAS (Value added service) to pre-pack this for them. This is the ultimate step in cross selling.

One of the products included is the AHM36 IO-Link version.

is:



the shuttle:



products 😊.

The VAS kit:

customized packing and handling

- supply a box contains 19 sensors AHM36 IO-link (2), WTB9C (4) => can even be packed in order of use!
- their cables are cut too length and sleeves are put over the win
- each box only contains the material needed for 1 shuttle

The customer is normally paying a additional fee on top of the price this case we have made a price per VAS kit (box) which they pay. A parts and handling fee.

This is a very tough customer in pricing negotiations, lot's of company pricing. The VAS allowed us to increase our group margin significantly.

IO-Link:

They decided to switch over to IO-link for all sensors which can of AHM36 was tested and approved. 2pcs per shuttle.