

ECO STYLE & Sandy Lisa Partner with Ingram Micro DirecTrak

In 2009, after 15 years of experience working in the computer case industry, Sandy Lisa Rouse decided to launch her own company, ECO STYLE, which offers quality bags with optimal travel features for on-the-go customers. Leveraging modern designs and practical features, ECO STYLE was (and continues to be) highly successful. This led Sandy to the launch of a second company and her namesake brand, Sandy Lisa, in 2015. Sandy Lisa showcases elegant, stylish bags, purses, totes, backpacks, luggage, and more — all designed to take the working woman from day to night. As a certified women-owned brand, Sandy Lisa has captured the attention of media and news outlets such as Good Morning America, The Today Show, and Access Hollywood.

Today, both ECO STYLE and Sandy Lisa products are the bags of choice in a growing list of Fortune 500 corporations. The brands have a strong presence with the largest e-tailers and retailers in the world and sell across B2B and B2C channels, as well as to large corporate accounts.

Growth through Distribution

Sandy's journey to success has been in partnership with Ingram Micro's DirecTrak Sales Accelerator Program, which enables the brands with widespread distribution. Through the DirecTrak program, Sandy gained access to Ingram Micro's extensive network of value added resellers and retailers. An on-consignment relationship with Ingram Micro gives Sandy the flexibility to control inventory for both brands based on customer demands; she can determine storage locations, quantity and inventory allocation to best suit business needs.

As part of the DirecTrak program, Sandy has also established relationships with Ingram Micro's sales experts, who help her drive business into new markets and expand through distribution.

Benefits of the Ingram Micro DirecTrak program:

- Exposure to Fortune 500 and Fortune 1000 Companies
- Ability to expand quickly into global markets like India and Singapore
- Ability to sell to large retailers like Walmart and QVC
- Increase in sales by 30% year-over-year
- Relationships with over 70 resellers



“Ingram Micro is a great partner. Their efficiencies and partnership enable us to grow and we value the relationship wholeheartedly. For this reason, we have kept Ingram Micro as our exclusive distribution partner.”



In addition to targeting new markets through distribution networks, Sandy has promoted both brands' growth through DirecTrak by attending Ingram Micro sponsored consumer shows. DirecTrak provides companies with access to events for vendors and resellers who want to showcase products, and Sandy has leveraged this option to demonstrate her complete product lines in-person.

To further their success, brands like Sandy Lisa and ECO STYLE can work alongside market development specialists and inventory planning experts to ensure a profitable return on inventory, and a dedicated DirecTrak account manager partners with the brands to ensure optimal growth and distribution strategies.

“Working with our account manager has been an absolute pleasure. He is extremely knowledgeable, listens carefully and with concern, and has provided us with the tools to continue growing our business at a strong and steady pace.”



The Outcome of Operational Excellence

ECO STYLE and Sandy Lisa products are fulfilled from Ingram Micro facilities in Mira Loma, California and Carol Stream, Illinois. With locations on both coasts, ECO STYLE and Sandy Lisa can deliver orders to 90% of their U.S. customers in two days via ground shipping.

In offering premium brands, quality and customer satisfaction are extremely important. Quality control requires dedication from manufacturing to operations to delivery, and Sandy leverages Ingram Micro to execute projects like relabeling, poly bagging, sortation, inventory audits and more with the ultimate goal of achieving high customer satisfaction rates and low return rates. In taking extra care to perfect forward logistics and deliver an exceptional customer experience, Sandy's brands see return rates of less than a 10th of a percent annually and are able to maintain sales margins and revenue targets.

Ingram Micro is proud to partner with entrepreneurial brands and enhance their success. We are thankful to support ECO STYLE and Sandy Lisa and look forward to a future of growth.

ECO STYLE

DESIGNED TO ENHANCE LIFE ON THE GO

www.ecostylecases.com

SANDY LISA

www.sandyalisa.com