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Alex's 2 Cents

What Will 2013 Look Like?

Advancements in technology are among the greatest factors influencing change in our industry. In an increasingly complex world, we all want simplicity. Take the recently launched iPhone5. Sleek in appearance, no extraneous buttons, voice activated – it's built so that my young children and my grand-parents can use it.

You're starting to see the proliferation of promotional products that make our lives simpler. You're starting to see the proliferation of supplier systems that make our lives simpler. You're receiving marketing collateral that is designed to make our lives simpler. In short, if it doesn't make our lives simpler, forget it.

What you will see in 2013 is an abundance of new product and service solutions that serve a society obsessed with efficiency. "I want my drink to stay hot." Solution: more elegant double-walled drinkware. "I don't want to worry once I've placed my order." Solution: better confirmation systems that ease stress and provide peace of mind. "I want the best pricing." Solution: clearly defined roadmaps to best pricing levels. Ironically, the more technologically-advanced we get, the closer we get to "old-school" service.

Excellence in service will make a comeback in 2013 anchored by technology that will enable efficiencies never before seen in our industry. Electronic data interchange (EDI), commonly used in other sophisticated industries, will be common-place for those that want to reduce administrative costs and focus energy on revenue generating functions. Customizable marketing tools that apply streamlined and targeted methods will increase closing rates and solidify supplier/distributor relationships. Niche marketing, and more customer centric approaches to organic growth, will free-up valuable resources so that they may be focused on other beneficial efforts. The evolving dynamics of social media interaction will help guide the look, feel, and functionality of websites, marketing collateral, and product development.



Alex Morin
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Never have I been so convinced that we are moving toward a more synergistic approach to the supply and distribution channels. While some may argue that the supply and distribution channels are muddier than they've ever been, radical shifts in philosophy will begin to define how competing efforts can morph into collaborative efforts when we divest ourselves of unnecessary functions. I am, of course, talking about the excessive duplication of efforts that currently exists in our industry. As we creatively seek to evolve our strategic partnerships, we will see a whole world of opportunity materialize that otherwise has been blocked by redundancies.

The future is exciting! We, at Debco, are thrilled to be at the forefront of an age that has never evolved at a faster rate. We're poised to adapt to the evolution, and we may, do a little moulding of the future ourselves!

Until next time, this has been my 2 cents!