

Brief

DYD underwent a period of rebirth, causing them to cautiously enter new markets. New collaborations with internationally renowned designers such as Busk + Hertzog, Dymitr Malcew & Union Design—along with DYD's advanced engineering and manufacturing capabilities—inspired a growing collection representing a spectrum of R&D, design interpretation, and manufacturing excellence.

Rapidly growing demand for these products propelled the need to develop a global sales and distribution network that could promote their products to specifiers and identify ideal distributors.

Solution

DYD's Regional Sales Manager was leased to them for 25% of her time every month, although the rapidly increasing demand for products led to an increase of her time to 50%. Her other client was a noncompeting, complimentary brand.

She takes a leading role supporting the central sales and marketing teams.

Case Study:



DETAIL BY DESIGN has assembled a collection of designs and accessories for where and how work is happening. Each series within their collection integrates sustainability, comfort, and longevity as first thoughts.

"As a traditional family company, we have multiple generations deciding how we enter the global market. The consensus was Repserve."

— Dinkar Chellaram

Result

- Repserve provided DYD a cost-effective solution to enter the market and tell their story, emphasizing quality assurance.
- Having a dedicated market presence demonstrated a sincerity on the part of the manufacturer to deliver on promises.
- Overall sales activity increased by 300%.
- Enhanced dealer network quality, engagement, and loyalty.
- Expansion targets of Southeast Asia, Eastern & Western Europe, Australia, and New Zealand.

"Repserve has given us the way to maintain control of our story, reduce cost, and eliminate risk." Dinkar Chellaram | Founder and CEO, DYD