



Labeling Solution Solves Sticky Problem for Dealership

Challenge

Tony Group Autoplex, an auto dealership group in Hawaii, was struggling with the window stickers on its cars. Tony Group had recently changed dealership management systems (DMS) and the new DMS used a different supplier for its window labels. Unfortunately, the new label construction performed poorly in the humidity and intense sun of Hawaii. The window stickers cracked and faded when applied to the car, creating a negative impression among prospective car buyers. Tony Group needed to find a “Hawaii-proof” label right away.

Solution

Dealership management found an old window sticker from the prior DMS that had performed perfectly in Hawaii’s heat, humidity and sun. Research revealed that the previous DMS had sourced its window label stock from Taylor.

- Tony Group representatives looked up the Taylor.com website in search of the window label stock they had used in the past.
- A Taylor account service representative appeared in a chat popup window and offered his assistance.
- Tony Group provided the part number of the old label stock. The Taylor representative reviewed the product specifications, answered Tony Group’s questions and placed an immediate order for the window label stock.
- The Tony Group dealerships reprinted the labels for all of their vehicles and are now ordering label rolls directly from Taylor instead of using the label stock provided by their DMS.

Results

Taylor’s expertise with durable label constructions helped Tony Group Autoplex enhance the car-buying experience.



LABEL PERFORMANCE

Taylor’s materials science expertise resulted in a label stock capable of performing in extreme conditions.



CUSTOMER SERVICE

The chat-based account service feature enabled Tony Group to get fast answers and an expedited order.



BRAND INTEGRITY

Tony Group customers now see crisp, clear, professional-looking disclosures when shopping for a vehicle.